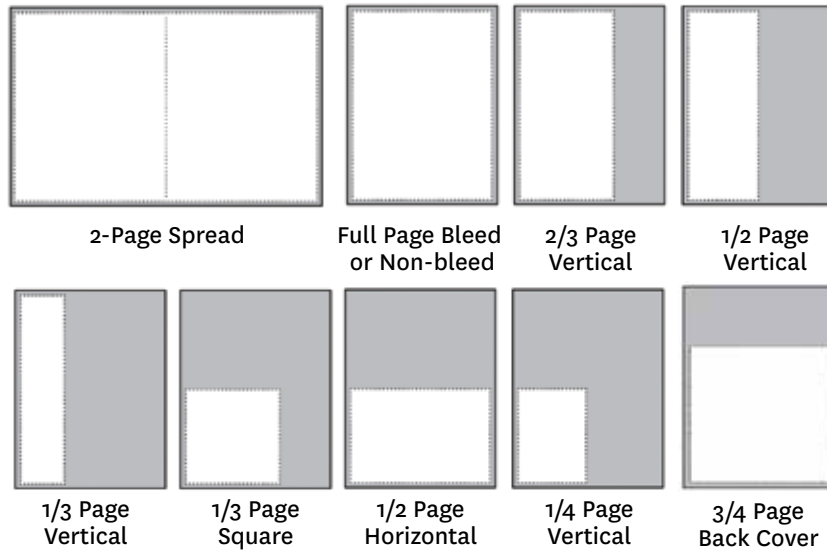


AD SIZES AVAILABLE



AD DIMENSIONS

| | | |
|----------------------------|-------------------------------------|----------------------------------|
| 2-Page Spread | Non-bleed: 15.75”w x 9.875”h | Bleed: 17”w x 11.125”h |
| Full Page | Non-bleed: 7.25”w x 9.875”h | Bleed: 8.625”w x 11.125”h |
| 2/3 Page Vertical | Non-bleed: 4.875”w x 9.875”h | |
| 1/2 Page Horizontal | Non-bleed: 7.25”w x 4.875”h | Bleed: 8.625”w x 5.625”h |
| 1/2 Page Vertical | Non-bleed: 3.50”w x 9.875”h | |
| 1/3 Page Vertical | Non-bleed: 2.25”w x 9.875”h | |
| 1/3 Page Square | Non-bleed: 4.875”w x 4.875”h | |
| 1/4 Page Vertical | Non-bleed: 3.50”w x 4.875”h | |
| 3/4 Page Back Cover | Non-bleed: 7.875”w x 7.50”h | Bleed: 8.625”w x 8”h |

Any ad that does not meet the requirements and sizes of this spec sheet will have to be altered to fit our specifications. We do not assume responsibility for such alterations.

MAGAZINE TRIM: 8.375”w x 10.875”h. Bleed: add 1/8” all around. Keep vital images at least 1/4” from trim. 2-page spread keep text 1/8” away from gutter on both sides.

FILE FORMATS: Only the following formats are accepted and must be Mac-readable: InDesign, Hi-res PDF (Acrobat PDFx/1-a preferred), Illustrator EPS (fonts must be converted to outlines) and Photoshop JPEG (300 dpi)

FILE REQUIREMENTS: Digital files must be 100% magazine ad size (see dimensions above)

- Colors: All images and colors must be converted to CMYK process colors or grayscale
- Resolution: 300 dpi for CMYK or grayscale, 1200 for line art. No spot colors or RGB
- Fonts: All fonts used to create PDFs must be embedded or converted to outlines. Choose bold, italic, and other styles from the font menu. DO NOT use truetype fonts
- All files, must be linked, flattened with no transparencies.
- ALL ad files MUST contain the ADVERTISER’S NAME

FILE DELIVERY: Electronic Files Only (in order of preference):

» **Via IngleDodd FTP server:** Host: www.ingledoddmedia.net Username: adart | Password: adart1

Place your ad in the MUAHS/artisan folder (fax proof to 310.207.2110)

» **Via Email** (files must be under 5MB): artwork@ingledodd.com (fax proof to 310.207.2110)

» **Via Mail CD or DVD** (include color proof): IngleDodd Media, Attn: Production Dept.

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