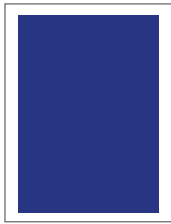
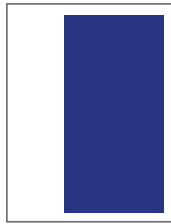


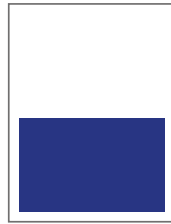
Page Dimensions



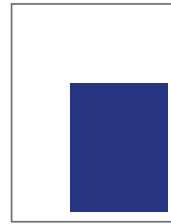
Full page non-bleed
7" x 10"
178mm x 254mm



2/3 page
4 1/2" x 10"
114mm x 254mm



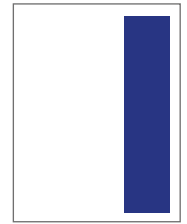
1/2 pg. horizontal
7" x 4 7/8"
178mm x 124mm



1/2 page island
4 1/2" x 7 1/2"
114mm x 190mm



1/3 page square
4 1/2" x 4 7/8"
114mm x 124mm



1/3 page vertical
2 3/16" x 10"
55mm x 254mm

Print Specifications

Ad Size / Non Bleed		
Two page spread	15" x 10"	381 mm x 254mm
Full page	7" x 10"	178mm x 254mm
2/3 page	4 1/2" x 10"	114mm x 254mm
1/2 page horizontal	7" x 4 7/8"	178mm x 124mm
1/2 page island	4 1/2" x 7 1/2"	114mm x 190mm
1/3 page square	4 1/2" x 4 7/8"	114mm x 124mm
1/3 page vertical	2 3/16" x 10"	55mm x 254mm
1/3 page horizontal	7" x 3 1/8"	55mm x 254mm
Ad Size / Bleed		
Full page bleed	8 1/4" x 11"	209mm x 279mm
Full page (trim size)	8" x 10 3/4"	203mm x 273mm
Double page spread	16 1/4" x 11"	413mm x 279mm
Double page spread (trim size)	16" x 10 3/4"	406mm x 273mm

PLEASE NOTE

- On bleed pages, hold all live matter 5/16" (8mm) within trim edges on all trim sides.
- Headlines running across the gutter should split between words, not letters.

TONAL DENSITY

- 2-color: The sum percentage of tonal values should not exceed 160%; only one color may be solid. The maximum screen tone value for any one color should not exceed 85%; a required value over 85% should be made solid.
- 4-color: The sum of the tone values should not exceed 300%. No more than one solid should be used.

PROOFING*

- For best reproduction, digital proofs of each ad must accompany files.
- All proofs should meet SWOP standards.

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Check with publisher on all insert matters, specifications, quantity needed, and shipping address.

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Institutional Investor
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NOTE

All ad files and proofs will be held for one year and then discarded unless otherwise requested in writing.

*Color reproduction cannot be guaranteed unless a SWOP standard proof of the ad file is supplied by advertiser. PDF is the preferred format for ad files.