

TERMS

Net due 30 days from invoice date. An agency commission of 15% gross billings is given to recognized advertising agencies on space, color, and special position charges.

DIMENSIONS

Publication Trim Size8" x 10.875"

	Non-Bleed	Bleed
Full Page	7.5" x 10.375"	8.25" x 11.125"
2/3 Page	4.4375" x 9.5"	Available upon request
1/2 Page H	6.75" x 4.6875"	Available upon request
1/2 Page V	3.3125" x 9.5"	Available upon request
1/3 Page SQ	4.4375" x 4.6875"	N/A
1/3 Page V	2.1875" x 9.5"	Available upon request
1/4 Page	3.3125" x 4.6875"	N/A

Call your Marketplace representative to request dimensions.

Note: Keep all vital advertising material at least .25" from final trim edge.

ELECTRONIC FILE REQUIREMENTS

Press-ready PDF required along with InDesign or QuarkXPress files, plus all images (EPS or TIFF), fonts (printer and screen — limit the use of TrueType fonts), color proof, and laser proof marked up for color. Excess expenses incurred opening files other than InDesign or QuarkXPress will be billed back to the advertiser/agency at actual cost. Pantone colors will be converted to process.

Please Note:

- We must receive color proofs with all creative.
- We are not responsible for color fluctuations or inaccuracies if a SWOP certified color proof is not provided.
- All materials not meeting all specifications on this info sheet could incur a production charge.

Maximum Ink Density: 290

Disk: CD-Rom, Mac

Document Format: InDesign; QuarkXPress

TIFF: Photoshop (minimum 300 dpi)

EPS: Photoshop (minimum 300 dpi); Illustrator (convert fonts to outlines and embedded graphics to CMYK)

PDF: Must meet high-end SWOP standards. Call for details.

All files sent, including camera-ready ads, pictures, logos, etc., must be a minimum of 300 dpi.