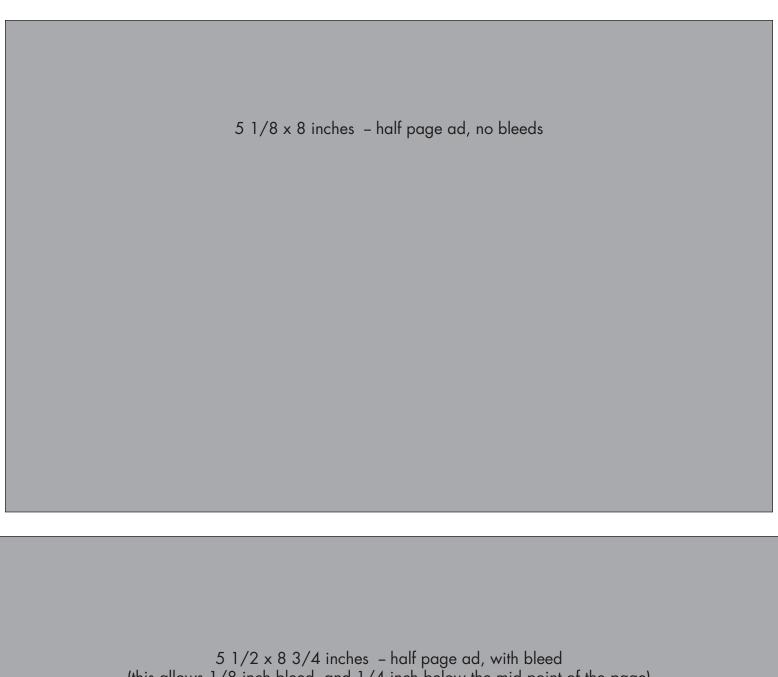**Production Notes**

Ads should be provided as a hi res jpg or pdf file.

If provided as a pdf:
• all fonts must be imbeded
• images must be converted to CMYK
• the color space (inks colors) must be CMYK (no spot colors, RGB, LAB, or ICC color profiles) before generating the pdf.
• output should be at 300 DPI

The attached pages show image area and bleed (where appropriate) area for quarter, half, and full page ads.

5 1/8 x 8 inches – half page ad, no bleeds

5 1/2 x 8 3/4 inches – half page ad, with bleed
(this allows 1/8 inch bleed, and 1/4 inch below the mid point of the page)

RECOMMENDED ONLY FOR USE ON A PAGE WITH TEXT FROM THE PROGRAM

8 x 10 1/2 inches – full page ad, no bleeds

8 3/4 x 11 1/4 inches – full page ad, with bleeds
(1/8 inch bleed all the way around added to page size)

trim size – 8 1/2 x 11