

AD SUBMISSION CHECKLIST

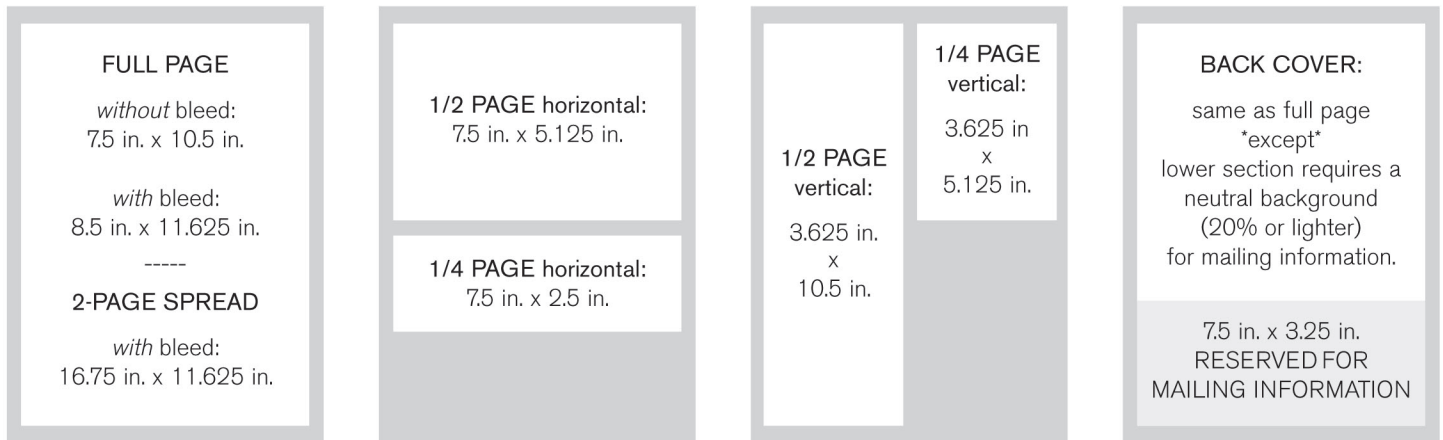
ADVERTISER _____ CONTACT NAME _____

ADDRESS _____ PHONE _____ FAX _____

CITY / STATE / ZIP _____ EMAIL _____

SIZES

Publication trim size is 8.25 inches x 11.375 inches.



MECHANICAL REQUIREMENTS

You must check one box per item as confirmation that you have read and understand these requirements.

- All files must be Macintosh compatible, with Macintosh formatted fonts.

WE ACCEPT 2 FILE TYPES (Please check which file type you are submitting):

- Adobe EPS file** (Illustrator or Photoshop)

Should be saved as CMYK or Grayscale. All type should be converted to outlines. All images must have a resolution of 300 dpi and be embedded in the file.

- Adobe PDF document**

Image(s) must be CMYK or Grayscale and have a resolution of 300 dpi. Must have all images and fonts embedded. Distill at the "Print" (not "Screen") setting.

- All files must be designed to be placed at 100%.

- On ads with a white background, a 1-pt. box frame is required.

- ALL ads must be submitted with a hard copy printout of the ad, made from the advertiser's final file.

(This will be used to proof layout and fonts — NOT color or resolution. Ink jet and laser copies in black + white are acceptable.)

- Ads submitted in an incomplete or incorrect format are subject to additional service charges.

Mail or e-mail your materials to the address above. For questions regarding your advertisement, contact Nichole Goodwell (see above).