

Space Reservation and Mechanical Specifications

Complimentary Professional Design Services

We have a fully staffed art and design team available to all advertisers to assist with creating original advertisements. You can take advantage of having an ad tailored to your specific needs with each publication. Our competitive rates include all design services, proofs and final production. Ad materials MUST be received on or before the space reservation deadlines listed below.

Reservation and Delivery Dates:

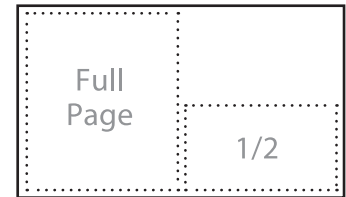
Northeast Issue	Summer 2008	Fall 2008	Winter 2008	Spring 2009
Space Reservations and Ad Materials Deadline	4/8/08	7/8/08	10/8/08	1/8/09
In-home Window	5/25 - 6/5/08	8/25 - 9/5/08	11/25 - 12/5/08	2/25 - 3/5/09

Featured Ad Availability

Inside Front Cover 2-page Spread (Exclusive)
 Inside Back Cover 2-page Spread (Exclusive)
 Back Cover (Exclusive)
 Inside Front Cover (Exclusive)
 Inside Back Cover (Exclusive)
 Special rates apply for 4-page and 2-page inserts

Standard Ad Availability

Full Page
 Half Page



Ad Specifications:

Ad Size	Non-Bleed (width x length)	Bleed (width x length)	Trim (width x length)
2-Page Spread			
Left Page	7.875" x 10.375"	8.625" x 11.125"	8.375" x 10.875"
Right Page	7.875" x 10.375"	8.625" x 11.125"	8.375" x 10.875"
Full-Page	7.875" x 10.375"	8.625" x 11.125"	8.375" x 10.875"
1/2 Page Horizontal	7.375" x 4.8125"	N/A	N/A
Back Cover	7.875" x 10.375"	8.625" x 11.125"	8.375" x 10.875"
Inside Back Cover			
Inside Front Cover			
Inside Back Facing Page	7.875" x 10.375"	8.625" x 11.125"	8.375" x 10.875"
Inside Front Facing Page (Page 1)			

1/2 page ads are non-bleed only. Cover ad live area: minimum .375" bleed on all sides.

We can accept files from the following:

- Quark
- InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Acrobat press-quality PDF
- Macintosh or PC format

Label all disks with:

- Date of submission
- Magazine name & drop number
- File size
- Name & phone number of sender
- Name & phone number of advertiser

Please supply all fonts. All fonts (both printer and screen) must be outlined in Illustrator. Do not embed any logos or images; send as separate files. Do not set small text in Photoshop. Photos and line art must be one of the following formats: .eps, .jpg, .tif, .indd, .psd or .ai format. PDF (.pdf) files are not preferred, but are acceptable if saved with press-quality resolution (300ppi). Images must be a minimum of 300dpi at actual size. A color proof at 100% size should accompany files.

Colors:

Printing will be four-color process. All RGB and spot colors will be converted to CMYK. No PMS matches are available. We are not responsible for color discrepancies if files are submitted with RGB or spot colors.

Contact info / Questions:

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