

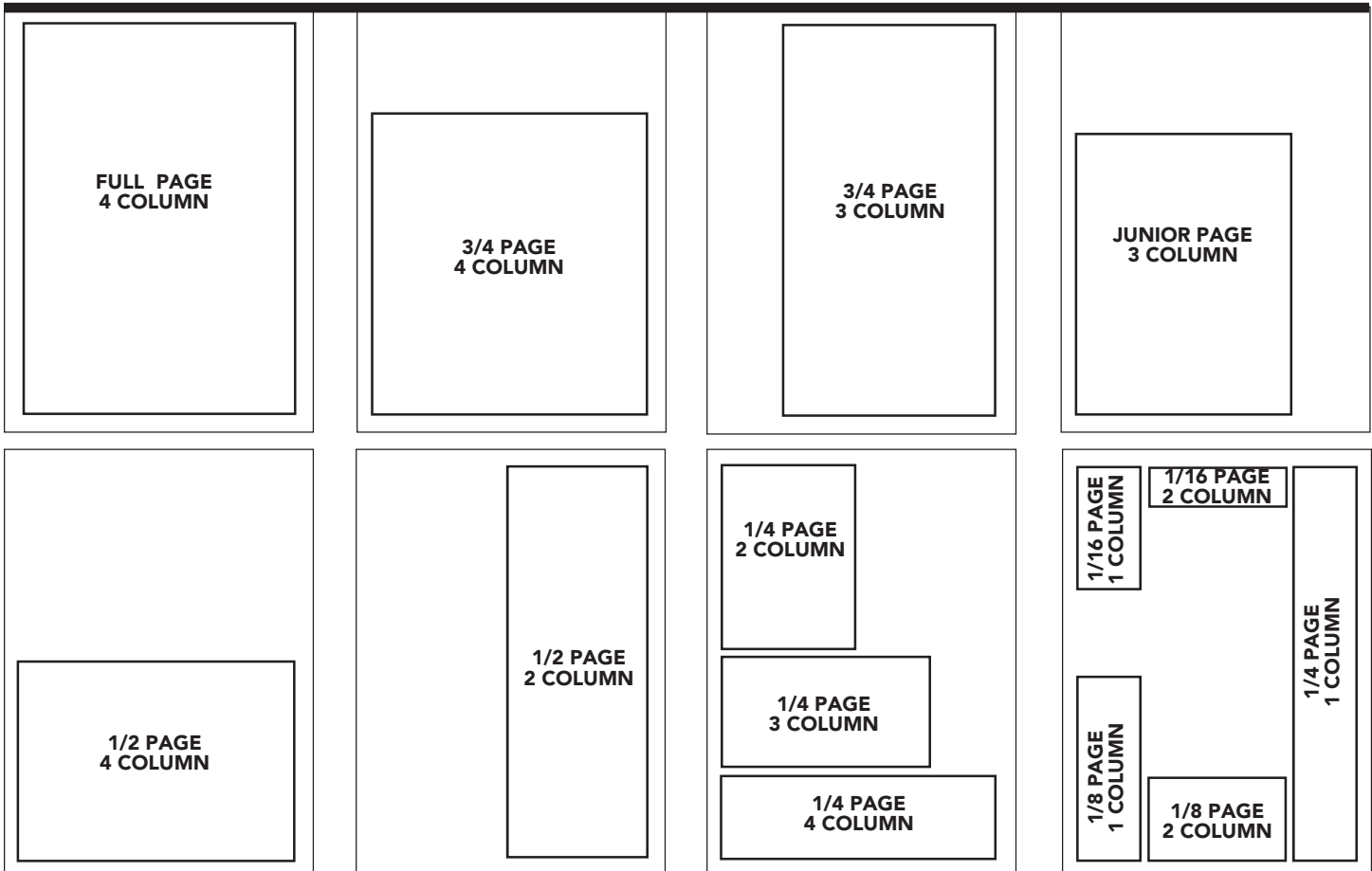
Production Specifications

- DIGITAL FILE FORMATS ONLY
- Adobe PDF format preferred
- 100 line screen
- Allow for 20% dot gain on press
- 60% gray component replacement
- printed on 35 lb. premium stock (mando)
- printed using process colors — PMS colors approximated

Mechanical Requirements

Ad Size	Width	Height
Full Page	10"	13-5/8"
3/4 Page	10"	10-1/4"
	7-5/8"	13-5/8"
Junior	7-5/8"	9-5/8"
Page	10"	6-5/8"
1/2 Page	5"	13-5/8"
	5"	6-5/8"
1/4 Page	10"	3-1/4"
	7-5/8"	4-1/2"
	2-3/8"	13-5/8"
1/8 Page	5"	3-1/4"
	2-3/8"	6-5/8"
1/16 Page	5"	1-1/2"
	2-3/8"	3-1/4"

Display Ad Size Diagram



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