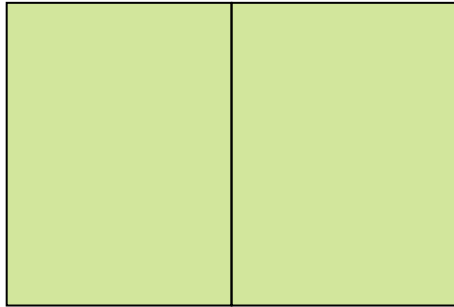


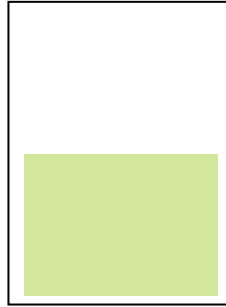
Print-Advertising Specs

Two-Page Spread



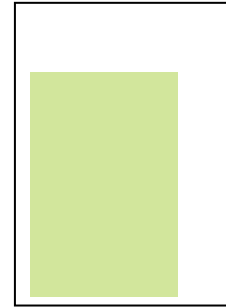
Non-Bleed Size: 15" x 10"
Bleed Size: 16.5" x 11.125"
Trim Size: 16.25" x 10.875"

Half-Page Horizontal



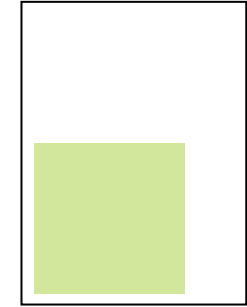
Non-Bleed Size: 7" x 4.875"
Bleed Size: 8.375" x 5.625"
Trim Size: 8.125" x 5.375"

Half-Page Island Vertical



Non-Bleed Size: 4.625" x 7.375"
Bleed & Trim Size: NA

Third-Page Square



Non-Bleed Size: 4.625" x 4.875"
Bleed & Trim Size: NA

Single Full Page

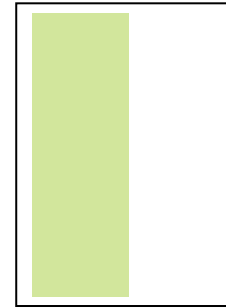


Non-Bleed Size: 7" x 10"
Bleed Size: 8.375" x 11.125"
Trim Size: 8.125" x 10.875"

Safety is 1/4" from
the trim on all sizes
that have a bleed.

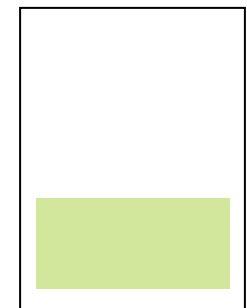
Please review the
additional specs
on the next page.

Half-Page True Vertical



Non-Bleed Size: 3.625" x 10"
Bleed Size: 4.375" x 11.125"
Trim Size: 4.125" x 10.875"

Third-Page Horizontal



Non-Bleed Size: 7" x 3.25"
Bleed Size: 8.375" x 4"
Trim Size: 8.125" x 3.75"

Print-Advertising Rates and Specs

AD SIZE	1X	3X	6X	12X
Full Page	\$6,988	\$6,590	\$6,082	\$5,763
2/3 Page	\$5,059	\$4,770	\$4,615	\$4,019
1/2 Page	\$4,100	\$3,910	\$3,523	\$3,107
1/3 Page	\$3,523	\$3,107	\$2,801	\$2,402

Additional Specs

Color: CMYK

Resolution: Minimum 300 dpi

File type: PDF X1A

- All fonts embedded
- Convert Spot Color to CMYK
- Change RGB Black to 100% CMYK black (C0/M0/Y0/K100)
- RGB color to CMYK
 - Embeds an RGB ICC profile in RGB objects that do not already have a profile and then converts the color to CMYK.
- Untag CMYK ICC Profiles
 - Removes CMYK ICC profiles from CMYK objects.
- Knockout overprinting for all objects.



To upload your ad, please visit the **Send My Ad Portal**. We invite you to use this portal by clicking this link and creating a profile:
<https://virgo.sendmyad.com>

*** PLEASE NOTE** that if you are submitting a spread, the two pages should be submitted separately through **Send My Ad** with the left and right notated.