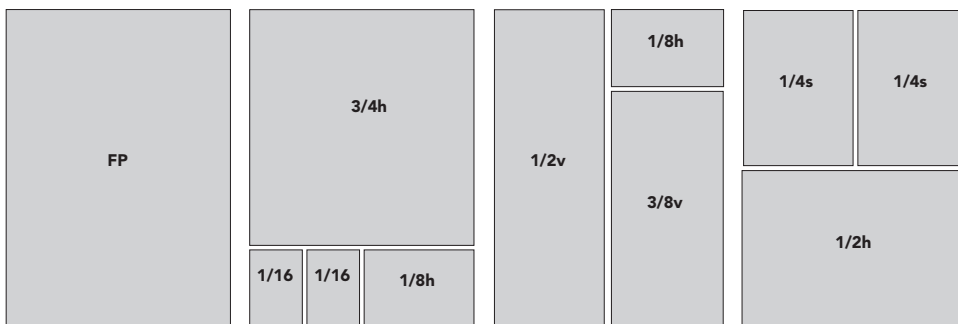


Ad Specifications

All measurements are in inches and are width x height. Please contact your Account Executive for Family Resource Guide ad sizes.

1/16	1.594 x 2.281
1/8h	3.312 x 2.281
1/4s	3.312 x 4.687
3/8v	3.312 x 7.094
1/2v	3.312 x 9.5
1/2h	6.75 x 4.687
3/4h	6.75 x 7.094
Full	6.75 x 9.5
Full Page Bleed:	
Live Area	7 x 9.75
Trim	7.5 x 10.25
Bleed	8 x 10.75



DIGITAL ONLY EDITIONS w/Editorial

Full (w/page number)	6.75x9.5
Full Trim (w/no page number)	7.5x10.25

DIGITAL ONLY EDITIONS w/o Editorial

Full Trim	7.5x10.25
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No bleeds needed for digital only editions. 300dpi preferred.

WEB ADS

Leaderboard or Footer	728x90 pixels
Medium Rectangle	300x250 pixels
Half Page	300x600 pixels
Interstitial	300x250 pixels

Web & E-Newsletter ads: File size for all web ads is 40KB unless otherwise noted or if rich media then 100KB. No GIF or animated files. Rich Media Files (HTML5) are accepted.

E-NEWSLETTERS

Banner 1	560x69 pixels
Banner 2	300x100 pixels
Box	300x250 pixels

E-Blasts

Images: 600px wide, any height.
Word limit: 400 • Subject line: 40-50 characters max

EVENT PROGRAMS

1/2v	3 x 7.85
1/2h	6.35 x 3.75
Full	6.35 x 7.85

No bleeds on event program ads.

Video Ads

For Digital Editions: Can be any dimension, but not exceeding 7.5 inches in width. Embed code must be provided.

For Web Ads: 300x250 or 300x600 sizes. Embed code must be provided. HTML5 or SWF files accepted only. Max file size 100kb, max length 30 seconds.

CAMERA READY AD MATERIAL REQUIREMENTS FOR PRINT

Camera-ready is defined as all ad materials (documents, fonts, artwork, etc.) provided by email, CD/DVD, or website in which the ad is built to the correct size and adheres to specifications below.

FILE TYPE

- Preferred submission file type is a high resolution PDF, with fonts outlined, images embedded and CMYK colors used.
- Ads of file type EPS, INDD (InDesign), AI (Illustrator) are the next best acceptable files. **Vector-based files print much better than other raster-based files.**
- Ads of file type JPG, PSD (Photoshop) and TIF are also accepted. However, there is more room for error in print quality of these raster-based files, so they are not recommended if you have access to vector file options.
- Publisher (PUB) files are not accepted. Instead, save/export the final Publisher design to a PDF for submission. Microsoft Word files are not considered camera-ready and the design will be rebuilt if content is submitted in this format.

IMAGES, FONTS & COLORS

- All blacks should be 100% black only, not a combination of Cyan, Yellow, Magenta and Black or Registration. **PANTONE & RGB colors will be converted to CMYK.**
- Regardless of file type (EPS, PDF, INDD, etc.) submitted, if photos are not embedded and/or fonts are not outlined, customer should also supply all photos and fonts used in the ad. Fonts and images should be resupplied each time the ad is submitted. **For best compatibility, please outline all fonts possible. This will prevent us from any possible font errors or the need to flatten and rasterize the ad.*
- All linked photos/images should be saved as Grayscale or CMYK only with a resolution (dpi) of 300 (high

resolution quality). Please convert all Pantone and RGB colors to CMYK.

BLEED SETTINGS

- When building an ad for a full page bleed, please use the bleed, trim, and live area sizes at the bottom of the size chart. Please keep all text and images of importance inside the live area. The full page size at the top of the size chart is only for ads that do not bleed. Only full page ads bleed, all other ads should be built to the sizes indicated in the size chart above. Please do not include trim marks, registration or color bars.

SUBMISSION

- Emailed ads should be named according to advertiser and not publication and preferably have the advertiser's name flagged in the subject line of the email. Compress (stuff or zip) your ad if it is large (or you are submitting multiple components) with "Stuffit", "Zip" or a similar compression program and make sure the attachment is not over 25 MBs. For any files larger than 25 MBs please submit the ad on CD or via FTP. You may also use free upload sites for your files, such as SendSpace.com or DropBox.

DESIGN TIPS

We recommend:

- Not using narrow/skinny fonts for paragraphs (large quantities) of text.
- Avoiding reverse type (light text on dark background) when possible.
- Keeping all type at least 8 points or larger unless it is 'fine print'.
- Not using text that is less than 50% black, especially on small text (IE: Avoid light grey text).