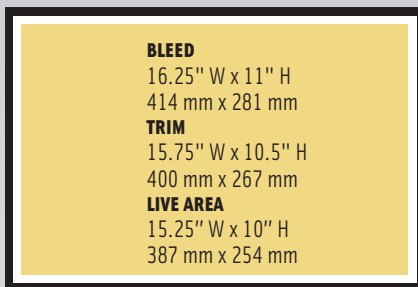
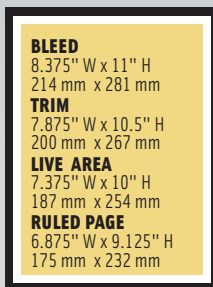




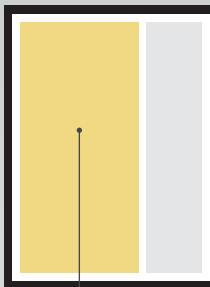
# Ad Specifications & Guidelines



**2 PAGE SPREAD**

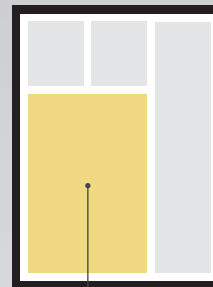


**1 FULL PAGE**



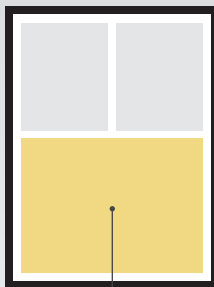
**2/3 PAGE**

4.375" W x 9.125" H  
111 mm x 232 mm



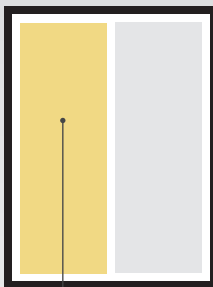
**ISLAND**

4.375" W x 6.875" H  
111 mm x 175 mm



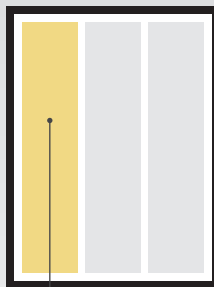
**1/2 PAGE (HORZ.)**

6.875" W x 4.375" H  
175 mm x 111 mm



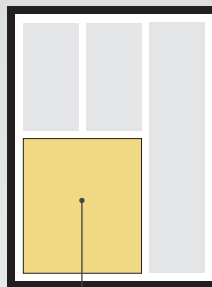
**1/2 PAGE (VERT.)**

3.25" W x 9.125" H  
83 mm x 232 mm



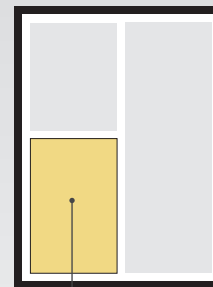
**1/3 PAGE (VERT.)\***

2.25" W x 9.125" H  
57 mm x 232 mm



**1/3 PAGE (SQ.)\***

4.375" W x 4.375" H  
111 mm x 111 mm



**1/4 PAGE\***

3.25" W x 4.375" H  
83 mm x 111 mm

**\* BORDERS**

1/4 and 1/3 page ads must have a border on all sides.

**LIVE AREA**

Keep all essential material 1/4" (6 mm) from all trim edges.

**Print File Requirements**



Preferred digital ad format:

**Adobe PDF/X-1a**

If your ad is color critical, please send a SWOP-approved color proof along with your PDF file.

**Submitting Digital Files:**

- Go to [www.gardnerweb.com/upload](http://www.gardnerweb.com/upload) for files less than 20 MB.
- Files less than 5 MB can be e-mailed directly to Dianne Hight, Advertising Production Manager, at [dhight@gardnerweb.com](mailto:dhight@gardnerweb.com).

**Ad files can be shipped via CD-ROM:**

**Dianne Hight**  
Advertising Department  
Gardner Publications Inc.  
6915 Valley Ave., Cincinnati, OH  
45244-3029

513-527-8800 or 800-950-8020  
FAX: 513-527-8801  
[dhight@gardnerweb.com](mailto:dhight@gardnerweb.com)