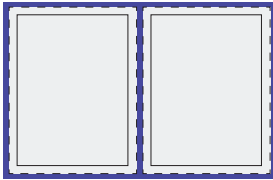


DISPLAY ADVERTISING SPECIFICATIONS: Trim Size: 8in x 10.75in

Bleeds: Ads which bleed must extend no less than 1/8in beyond trim.



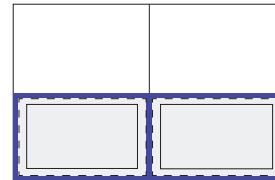
2-Page Spread: Bleed

16.25in x 11in
(trim plus 1/8in
bleed all around)
Live area: 7in x 9.75in



Full-Page: Bleed

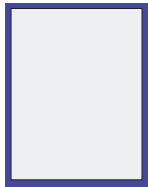
8.25in x 11in
(trim plus 1/8in
bleed all around)
Live area: 7in x 9.75in



2-Page Spread: Bleed

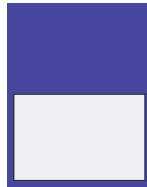
16.25in x 5in
(trim plus 1/8in
bleed all around)
Live area: 7in x 3.75in

Non-Bleeds: The non-bleed sizes above allow for a 1/2-inch float space between ad and trim, as indicated in illustrations.



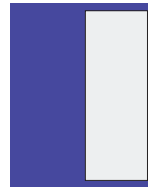
Full-Page: Non-Bleed

7in x 9.75in



1/2 Page Horizontal: Non-Bleed

7in x 4.875in



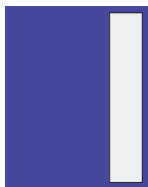
1/2 Page Vertical: Non-Bleed

3.375in x 10in



1/2 Page Island: Non-Bleed

4.625in x 7.5in



1/3 Page Vertical: Non-Bleed

2.125in x 10in



1/3 Page Square: Non-Bleed

4.625in
x 4.875in



1/4 Page Square: Non-Bleed

3.375in
x 4.875in



1/3 Page Horizontal: Non-Bleed

7in x 3.25in

SUBMITTING ADS:

Printing: sheet fed. material required: digital files, no scanning of any kind of materials will be done by publisher.

Digital file types to be supplied:

- 300dpi High resolution EPS, TIFF, JPEG, PDF (x-1a:2001), all fonts must be embedded or set to outline, we will not accept layered files. Please note that any ads created in Adobe Illustrator must have photos set to 100% size used within the ad and photos must be embedded along with fonts set to outline.
- All colors must be set to CMYK mode, set all spot colors to process, we will not allow for special spot color printing.
- If native files must be sent we will only accept Adobe InDesign CS6 or older version files, with all supporting art files and fonts, we do not accept Quark or Publisher layout files.

Two ways to submit materials:

1. Send CD (only accepted format) – labeled with advertiser's name and dates to run. Do not use title of ad or name of designer/agency. Include color proof with files.
2. Upload files to online dropbox URL at: <https://dropbox.hightail.com/send-files> Direct spec questions can be directed to Brent Cashman: brent@bocdesigninc.com

Liability: Advertisers and/or advertising agency assume full responsibility for all content of advertisements (including text, representation and illustrations) and any claims made against the publisher because of such content. Advertisers/Agency will not hold Publisher liable for files submitted with incorrect trapping or font issues. Publisher may refuse any or all copy deemed by the publisher to be unsuitable. Publisher reserves the right to place the word "advertisement" over copy which, in the opinion of the publisher, resembles editorial material. Rates subject to change without notice. Publisher reserves the right to increase advertising rates at any time and all contracts are accepted subject to this reservation. The advertiser reserves the right to cancel contract, without short rate, at any date upon which higher rates are made effective by the publisher. Publisher is not bound by any conditions, when such conflict with the terms on this rate card. Verbal agreements are not recognized. Publisher reserves the right to void any contract if the first insertion is not placed within two issues of the date of the contract.

Production Charges: Production film will be made upon order and all changes for duty and film to be paid by the advertiser. For paste-up artwork, color separations, repro proofs and necessary preparation work, rates upon requests. All authorized changes will be charged to client. Advertisements sent and not used will be charged for composition. All artwork will be destroyed by publisher if not requested one year after last use. Kill proofs sent on. All shipping expenses are the responsibility of the advertiser.