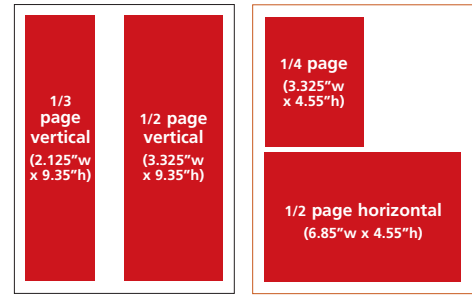


ADVERTISING SPECIFICATIONS

AD SIZE	DIMENSIONS
full page	live: 7.5" x 10", trim: 8" x 10.5" bleed (full page only): 8.25" x 10.75"
1/2 page horizontal	6.85" x 4.55"
1/2 page vertical	3.325" x 9.35"
1/4 page	3.325" x 4.55"
1/3 page vertical	2.125" x 9.35"



- ADDitude is printed on 40 lb. coated stock and saddle stitched.
- Ads are accepted in Adobe PDF (preferred), Quark Express, Adobe Illustrator, or Adobe Photoshop. Ads created in other programs (e.g. Pagemaker or Publisher) must be converted to a PDF, EPS, or TIFF file format at 300 dpi.
- Please include all fonts and scans with ads not submitted in PDF. Scans must be at least 300 dpi. A \$50 production charge may be applied to ads that are not ready to place and print, missing fonts or raw files, or not sized properly.
- All ads must be accompanied by a printed hard copy; four-color ads must be accompanied by a hard copy proof; no PMS (Pantone) colors may be used. Accepted colors are CMYK: Black(K), Cyan(C), Magenta(M), and Yellow(Y).
- ADDitude designers are available at cost to design ads for new advertisers. Rates are \$60 per hour plus \$30 per scan. Please contact the Advertising Coordinator to discuss this option.
- Ad materials and ad changes must be received by the advertising materials date (see schedule below) or the previous issue's ad will be published.
- Minor text changes can be made to existing ads in digital format at \$60 per hour. We cannot make changes to ads originally sent in PDF, EPS, or TIFF formats.

ADDITIONAL ADVERTISING NOTES

- Invoices, advertiser tear sheets, and complimentary copies will be mailed on publication. Terms are net 30 days with the exception of first-time and ADDitude Professional Directory advertising for which prepayment is required.
- Cancellation of reserved advertising space is accepted only if notice is received by each issue's space reservation date.
- If cancellation of an advertising contract changes the frequency discount to which an advertiser is entitled for previously run advertising in the contract period, the higher cost of previously run advertising will be billed to the advertiser.
- Complimentary Copies: Paid advertisers receive complimentary copies of the magazine.

ADVERTISING DEADLINES

Issue Date	Space Reservation	Ad Materials Due
Spring	Dec. 5, 2011	Dec. 30, 2011
Summer	Mar. 5, 2012	Mar. 30, 2012
Fall	Jun. 4, 2012	Jun. 29, 2012
Winter	Sep. 3, 2012	Oct. 5, 2012
Ads received after the deadline will be placed in the next available issue.		