

## MECHANICAL REQUIREMENTS

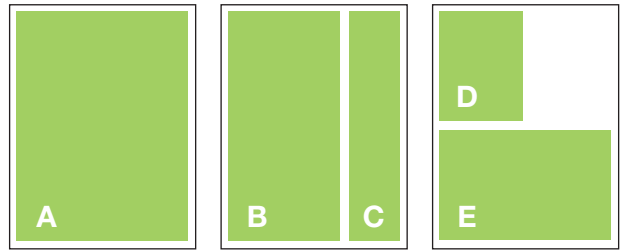
Printed web offset, perfect bound, CMYK calibrated for U.S. web coated (SWOP) v2, 150-line screen (300 dpi).

**Trim size is 8.25 x 10.8125 inches.**

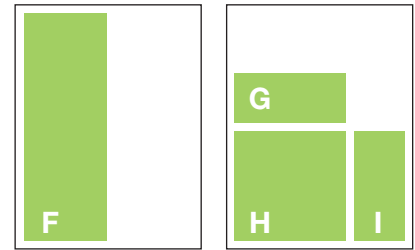
### STANDARD AD SIZES (NON-BLEED)

Width x Depth

Full Page.....	7.25" x 10"
Two-Thirds Page .....	4.75" x 10"
Half Page (horizontal) .....	7.25" x 4.875"
Half Page (vertical) .....	3.5" x 10"
Third Page (vertical) .....	2.25" x 10"
Third Page Square .....	4.75" x 4.875"
Quarter Page.....	3.5" x 4.875"
Sixth Page (horizontal) .....	4.75" x 2.33"
Sixth Page (vertical).....	2.25" x 4.875"



- A** Full Page
- B** 2/3 Page
- C** 1/3 Page Vert.
- D** 1/4 Page
- E** 1/2 Page Horiz.
- F** 1/2 Page Vert.
- G** 1/6 Page Horiz.
- H** 1/3 Page Sq.
- I** 1/6 Page Vert.



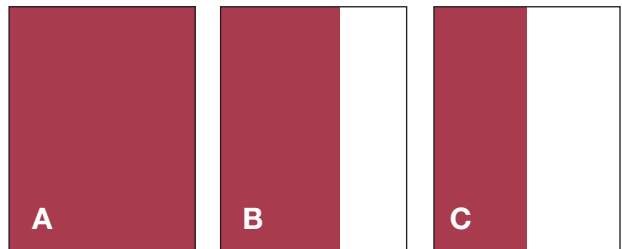
### BLEED SPACE (INCLUDING TRIM)

Bleeds trim 1/8" (0.125") on all bleed sides

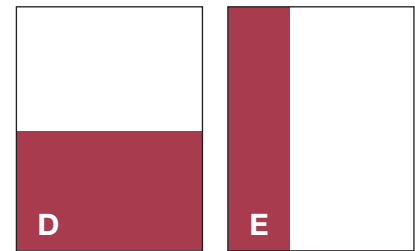
Keep live images & text 1/4" (0.25") INSIDE all trim areas

Width x Depth

Full Page including Bleed* .....	8.5" x 11.0625"
Trim size is 8.25 x 10.8125" — MAX. live area is 7.75 x 10.3125"	(trim is 0.125" on all 4 sides)
Two-Thirds Page including Bleed* .....	5.375" x 11.0625"
(trim is 0.125" on top, bottom & 1 side)	
Half Page including Bleed* (horiz.).....	8.5" x 5.40"
(trim is 0.125" on both sides & top OR bottom)	
Half Page including Bleed* (vert.) .....	4.125" x 11.0625"
(trim is 0.125" on top, bottom & 1 side)	
Third Page including Bleed* (vert.) .....	2.85" x 11.0625"
(trim is 0.125" on top, bottom & 1 side)	

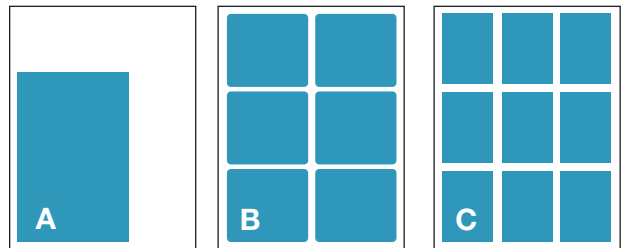


- A** Full Page Bleed
- B** 2/3 Page Bleed
- C** 1/2 Page Vert. Bleed
- D** 1/2 Page Horiz. Bleed
- E** 1/3 Page Vert. Bleed



### SPECIAL SECTIONS / SIZES

Half Page Island.....	4.75" x 7.4"
Web Sites to Watch Ads .....	3.6" x 2.75"
(with 0.1 rounded corners)	
Classifieds — 1 column.....	2.25" x inches
Classifieds — 2 column.....	4.75" x inches
Market Ads: Galleria Goods   Art Destinations Travel Ads or Wildlife Living Real Estate Ads (1/9 page - back sections)	
Total space (image + text) .....	2.25" x 3"
Image size .....	2.25" x 2"



- A** Half Page Island | **B** Web Site Showcase Ads
- C** 1/9 Pg. Art Market, Art Destinations & Wildlife Living Ads

**INSERTS:** Preprinted inserts, gatefolds and bind-in card prices available upon request.

**\*BLEED:** Add 15% to all space rates. Partial-page ads with bleed subject to availability.

**PREMIUM POSITION:** Add 15% to all space rates. See rate sheet for cover positions. Premium position subject to availability.