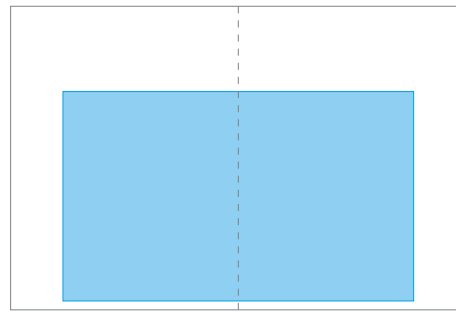


2-Page Tabloid Spread

Trim Size: 21 3/4" x 14 1/2"

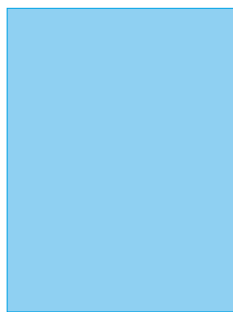
Live Area: 21 1/8" x 14"

Bleed: 22" x 14 3/4"



Junior Spread

Live Area: 16 3/4" x 10"

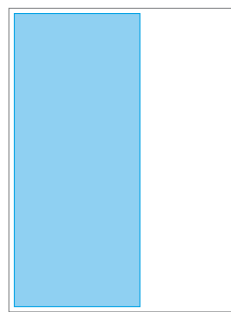


Tabloid (Full Page)

Trim Size: 10 7/8" x 14 1/2"

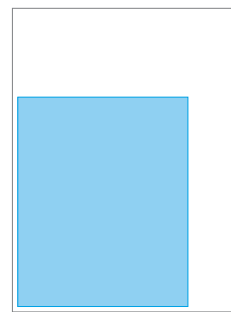
Live Area: 10 1/4" x 14"

Bleed: 11 1/8" x 14 3/4"



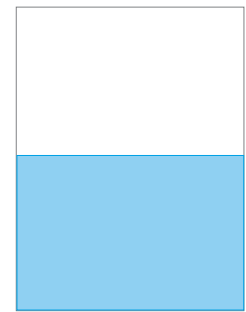
3/5 Page*

Live Area: 6" x 14"



Junior Page*

Live Area: 8 1/8" x 10"

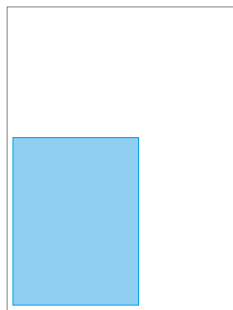


1/2 Page Horizontal

Trim Size: 10 7/8" x 7 1/2"

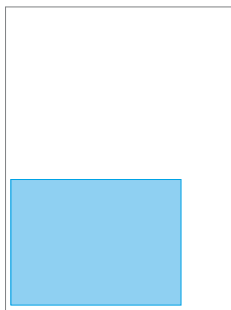
Live Area: 10 1/4" x 7"

Bleed: 11 1/8" x 7 5/8"



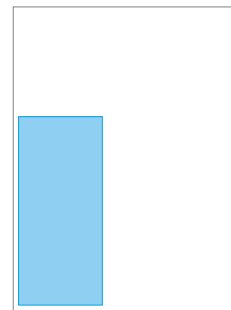
1/3 Page Vertical

Live Area: 6" x 8"



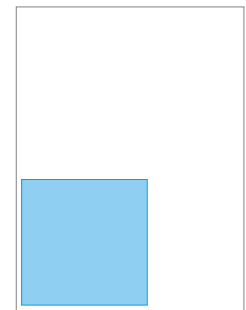
1/3 Page Horizontal

Live Area: 8 1/8" x 6"



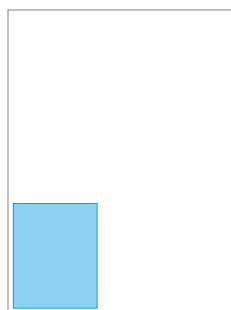
1/4 Page Vertical

Live Area: 4" x 9"



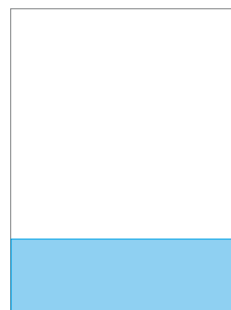
1/4 Page Square

Live Area: 6" x 6"



1/8 Page

Live Area: 4" x 5"

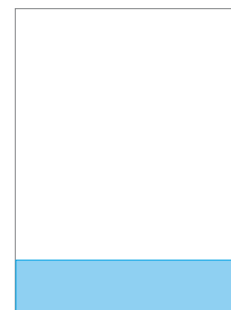


Horizontal Strip

Trim Size: 10 7/8" x 3 1/2"

Live Area: 10 1/4" x 3"

Bleed: 11 1/8" x 3 5/8"



Jr. Horizontal Strip

Trim Size: 10 7/8" x 2 1/2"

Live Area: 10 1/4" x 2"

Bleed: 11 1/8" x 2 5/8"

* Bleed sizes available for 3/5 page and Junior page. Call your sales rep for details.

ADVERTISING SUBMISSION INSTRUCTIONS

All advertising should be provided in PDF format and accompanied by a contract proof SWOP certified for color matching.

- Required format for black & white or four-color digital advertisement is hi-res Adobe Acrobat PDF or PDF-X/1a file format (version 8.0 compatible) with all fonts and images embedded.
- Embedded images must be a minimum of 266 ppi (pixels per inch). Color images must be CMYK.
- Postscript Type 1 fonts are strongly preferred. Outlining fonts is acceptable as well. Files containing composite or multiple master (MM) fonts will not be accepted.
- Files containing RGB or LAB images or Open Prepress Interface (OPI) comments will not be accepted.

For further instructions on how to prepare your digital advertisement and upload to Crain's Digital Ad Processing Center, please visit our web site at <http://digitaladcentral.crain.com>. This page is also accessible from the crain.com home page by clicking on the Digital Ad Center.

COLOR INSTRUCTIONS

To insure the color of your ads meet our requirements, please follow these guidelines.

Two-Color Process

Standard AAAA and ABM process colors are solid traps using process inks and are available at Standard Color Rate; please refer to the current rate card for rates.

- Blue = 100% process cyan
- Magenta = 100% process magenta
- Yellow = 100% process yellow
- Red = 100% process magenta and 100% process yellow
- Green = 100% process cyan and 100% process yellow

Four-Color Process

The reproduction quality of four-color advertisements printed in *Advertising Age* will depend largely on the quality of the supplied digital files and proofs. Please visit our Web site at <http://digitaladcentral.crain.com> for further information.

PMS Inks or Pre-Mixed Inks

PMS inks or pre-mixed inks require dedicated print units and will be billed at Matched Color Rate. Please refer to current rate card for rates.

Reverse Ads

Reverse black and white advertisements are accepted at no additional charge.

ADDITIONAL FILE PREPARATION INSTRUCTIONS

In addition to the advertising submission instructions, following these general industry guidelines when preparing files and proofs will help our printer obtain a good press match on its web offset press:

- 120 line screen is recommended, not to exceed 133 line screen.
- Maximum density in any one area, all colors, should not exceed 300%, with only one solid color.
- Reverse lettering in four-color advertisements should be spread with dominant color forming shape of letters. Thin lines, serifs, small and medium-size lettering should be restricted to one color only.
- Preferred proofs are Kodak approvals or Iris proofs prepared 5-7% heavier than the file to simulate press gain and ink coverage to our web offset press.
- Color lasers or low quality ink jet prints are not acceptable for color guidance.
- Follow AAAA/ABM/MPA recommended standards for process ink color formulations.
- Proofing progression of colors should correspond to *Advertising Age* printing press: Black, cyan, magenta, yellow.
- Direction of roller travel should be from side to side of pages (not top to bottom) to match press conditions.
- Recommended proofing stock is a 60 lb. basis weight of 70 (nominal) brightness.

SHIPPING INSTRUCTIONS

Send proof for ad to:

Advertising Age
Attn: Diane Maida
711 Third Avenue
New York, NY 10017

Advertisements supplied to Crain without an acceptable color proof will be printed to SWOP standards. The Printer and/or Publisher cannot be held liable for color complaints when files are submitted without an acceptable color proof.

QUESTIONS?

Contact Diane Maida at 212.210.0205.