

MECHANICAL SPECIFICATIONS

Magazine Trim Size: 10.25" x 12.00" (inches)

Magazine Bleed Size: 10.75" x 12.50" (inches)

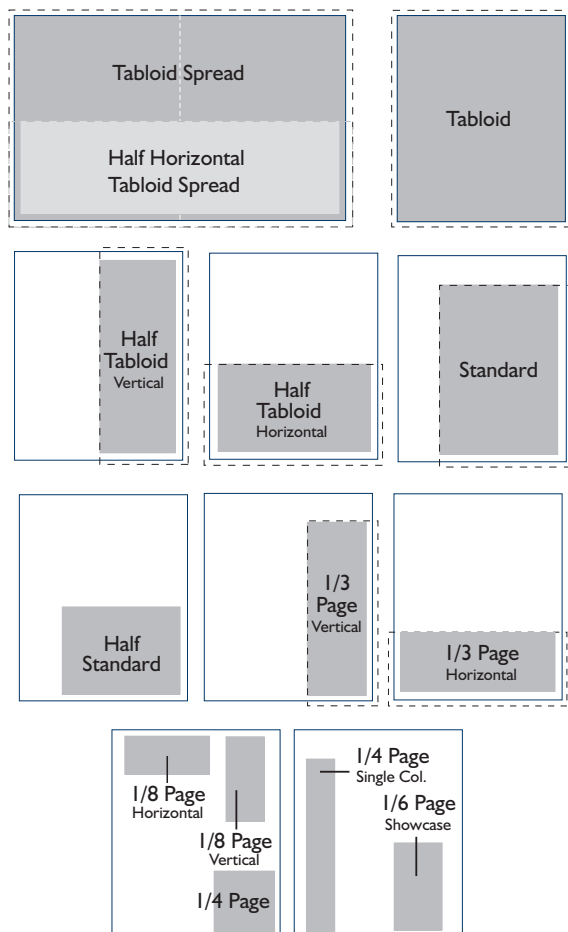
There is a .25" bleed on all sides of the page.

Standard bleed and 1/3 page vertical bleed ads only bleed off the right and bottom of ad.

Live Area: Keep all important text and images at least 0.625" (inches) away from the trim on all sides.

Solid gray represents approximate ad size.

Dotted line represents bleed units.



NON BLEED UNITS IN INCHES	WIDTH	HEIGHT
Tabloid Spread	19.50	11.00
Tabloid	9.25	11.00
Standard	6.87	9.43
1/2 Tabloid Spread Horizontal	19.50	5.50
1/2 Tabloid Horizontal	9.25	5.50
1/2 Tabloid Vertical	4.50	11.00
1/2 Standard Page	6.87	4.55
1/3 Page Vertical	3.00	9.43
1/3 Page Horizontal	9.25	3.15
1/4 Page	4.52	4.55
1/8 Page Horizontal	4.52	2.28
1/8 Page Vertical	2.15	4.52
1/6 Page Showcase	2.87	4.50
Classified	2.12	1.00
Target Chart Full Ad	2.87	3.50
Target Chart Half Ad	2.87	1.63
Product Center	4.56	3.00
1/2 Page Buyers Guide	9.25	5.87
1/4 Page Buyers Guide	6.10	3.75

BLEED UNITS IN INCHES	WIDTH	HEIGHT
Tabloid Spread	21.00	12.50
Tabloid	10.75	12.50
Standard (Bleeds 2 Sides)	7.63	10.43
1/2 Horizontal Tabloid Spread (Bleeds 3 Sides)	21.00	6.25
1/2 Horizontal Tabloid (Bleeds 3 Sides)	10.75	6.25
1/2 Vertical Tabloid (Bleeds 3 Sides)	5.25	12.50
1/3 Page Vertical (Bleeds 2 Sides)	3.75	10.43
1/3 Page Horizontal (Bleeds 3 Sides)	10.75	4.15

WEB SPECIFICATION: JPEG or GIF Format at 72 dpi

Super Leaderboard..... 970x90 pixels, Max 40K

Wide Skyscraper160x600 pixels, Max 40K

Banner.....468x60 pixels, Max 15K

Big Box Unit.....300x250 pixels, Max 30K

Button.....120x60 or 120x100 pixels, Max 4K

Buyers Guide Logo125x125 pixels, Max 4K

Note: Max. runtime for Flash or video is 15 seconds.

SITE CHANNEL SPECIFICATIONS

Company Logo for Navigation Bar.....180x35 pixels

Big Box Unit..... 300x250 pixels

DIGITAL EDITION SPONSORSHIP SPECIFICATIONS

Company Logo..... Max height 0.75"; width 1.75" at 300 dpi

Newsletter Banner.....468x60 pixels, Max 15K

WEBINAR SPONSORSHIP SPECIFICATIONS

Company Logo..... Max height 75 pixels; transparent PNG or GIF