

## UPLOADING INFORMATION

### For Internet Browser (PC)

ftp://advert@209.82.15.6  
 User: advert  
 Password: a15d2  
 Folder: Advertising Uploads

### For Fetch, Transmit, etc.

209.82.15.6  
 User: advert  
 Password: a15d2  
 Folder: Advertising Uploads

Please Stuff or ZIP your files and call or e-mail your sales rep or production manager after files are uploaded. Files that are **under** 5MB can be emailed directly (stuffed or zipped).

## DIGITAL REQUIREMENTS

We accept digital files which meet the following criteria:

- Software: QuarkXpress, Photoshop, InDesign, Adobe Illustrator, high-resolution PDFs (2400 dpi - 150 line screen, all fonts embedded, CMYK and no spot colours)
- Illustrator and Photoshop files must be saved as .EPS or .TIFF files at 300 dpi with all images embedded and fonts as outlines
- Process colour ads must be supplied with a high-resolution, full-colour, contract quality proof to ensure proper reproduction
- Black and white ads must be supplied with a laser proof

**PLEASE NOTE:** We **do not** accept ads created in Microsoft Office/Publisher programs, Corel Draw (only if exported to Illustrator), film, DCS or CopyDot files.

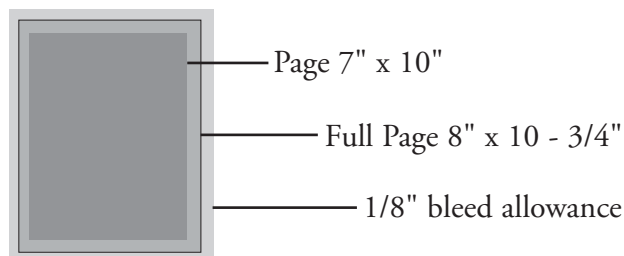
For further information, please contact our production department.

## MECHANICAL REQUIREMENTS

Publication Trim size 8" x 10 - 3/4"

Ad Size	Width	Depth
Full Page	7"	10"
Full Page Bleed*	8"	10 - 3/4"

\* add 1/8" bleed allowance on each side



Ad Size	Width	Depth
2/3 Page Vertical	4 - 1/2"	10"
1/2 Page Island	4 - 1/2"	7 - 3/8"
1/2 Page Vertical	3 - 3/8"	10"
1/2 Page Horizontal	7"	4 - 3/4"
1/3 Page Vertical	2 - 1/8"	10"
1/3 Page Square	4 - 1/2"	4 - 3/4"
1/3 Page Banner	7"	2 - 1/2"
1/4 Page Square	3 - 3/8"	4 - 3/4"
1/6 Page Vertical	2 - 1/8"	4 - 3/4"