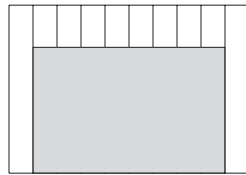


Full Page Spread



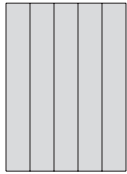
Junior Page Spread



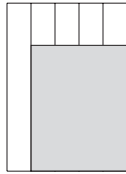
1/2 Page Horizontal Spread



1/3 Page Horizontal Spread



Full Page



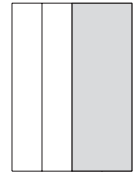
Junior Page



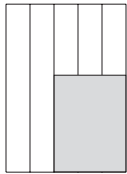
2/3 Page Vertical



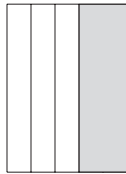
1/2 Page Horizontal



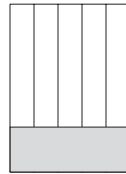
1/2 Page Vertical



1/3 Square



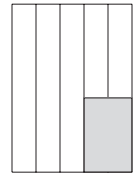
1/3 Vertical



1/3 Strip



1/6 Horizontal

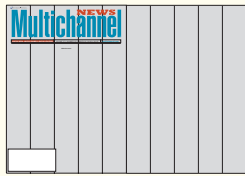


1/6 Vertical

Custom Ad Units:



False Cover



False Cover Gatefold



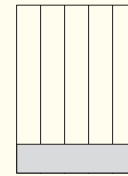
Gatefold Page



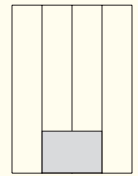
1/2 Page Vertical Cover Wrap



Horizontal Cover Strip



TOC Strip



TOC Square

Page Dimensions

Full Page (or Inside & Back Cover Pages)
Gatefold Page
Junior (Magazine) Page
2/3 Vertical
1/2 Horizontal
1/2 Vertical
1/3 Square
1/3 Vertical
1/3 Strip
1/6 Horizontal
1/6 Vertical

Trim

10-1/2 x 13-1/2
10-1/8 x 13-1/2
7-7/16 x 9-3/4
5-1/2 x 11-7/8
9-1/2 x 6
4-5/8 x 11-7/8
5-1/2 x 7-1/2
3-9/16 x 11-7/8
9-1/2 x 3-1/2
5-1/2 x 3-1/2
3-9/16 x 5-3/4

Bleed

10-7/8 x 13-7/8
10-1/2 x 13-7/8
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A

Safety

10 x 13
9-5/8 x 13
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A

Non-Bleed

9-1/2 x 11-7/8
N/A
Yes
Yes
Yes
Yes
Yes
Yes
Yes
Yes
Yes
Yes
Yes

Spread Dimensions

Full Page Spread
Gatefold Spread
Junior (Magazine) Spread
1/2 Horizontal Spread
1/3 Horizontal Spread

21 x 13-1/2
20-1/2 x 13-1/2
15-7/8 x 9-3/4
21 x 6-1/2
21 x 4

21-3/8 x 13-7/8
20-7/8 x 13-7/8
N/A
21-3/8 x 6-7/8
21-3/8 x 4-3/8

20-1/2 x 13
20 x 13
N/A
20-1/2 x 6
20-1/2 x 3-1/2

20 x 11-7/8
N/A
Yes
20 x 6
20 x 3-1/2

Special Advertising Units

*False Cover
*False Cover Gatefold
*1/2 Page Vertical Cover Wrap
*TOC Strip (Multichannel News only)
*TOC Square (Broadcasting & Cable only)
*Horizontal Cover Strip
Bellyband

10-1/2 x 13-1/2
10-3/8 x 13-1/2
5-1/8 x 13-1/2
9-1/2 x 2-1/4
4-11/16 x 3-1/4
5-1/2 x 1-3/4
23-7/8 x 4

10-7/8 x 13-7/8
10-3/4 x 13-7/8
5-1/2 x 13-7/8
N/A
N/A
N/A
24-1/4 x 4-3/8

10 x 9-11/16
9-7/8 x 9-11/16
4-5/8 x 9-11/16
N/A
N/A
N/A
23-5/8 x 3-3/4

N/A
N/A
N/A
Yes
Yes
Yes
N/A

*Indicates custom or special advertising unit

PLEASE NOTE: An ink-jet box measuring 4" x 1-3/4" will be positioned 1/4" from spine and foot on all front covers. Please compensate accordingly.

MECHANICAL SPECIFICATIONS

- **Printing Process:** Heat set web
- **Binding:** Saddle-stitch
- **Color Separations & Halftones:** 133 line screen
- **Ink rotation on press:** Black, Cyan, Magenta, Yellow
- **Color Requirements for 4-Color Process:** Recommended –133 line screen. Only digital files accepted. Documents must contain at least 3 sets of register marks placed 1/4" outside image area. Not responsible for poor legibility of white type 10 point and under caused by color filling in type. Reverse type must be spread in all color plates other than the dominant plate that defines the type. Maximum screen densities of tone not to exceed 280% in any print area. Color proofs must accompany color files.
- **Material for Bleed Ads:** Type or illustrative material not intended to bleed must be kept 1/4" from top, bottom, and each side. Live matter on fac-

ing pages (spreads) should not be closer than 1/8" from the center fold on each page, providing a total separation of 1/4".

- **Widths:**
1 column = 1⁵/₈"
2 column = 3³/₁₆"
3 column = 5¹/₂"
4 column = 7⁷/₁₆"
5 column = 9¹/₂"

- **Ad Size and Construction:**

Non-Bleed Ads: the page or document size should equal the trim size. Content should not exceed non-bleed dimensions.

Ads with Bleed: the page or document size should equal the trim size with bleed extending at least 3/16" beyond trim on all sides. Please keep in mind: When sending your ad as a flattened image (i.e. PDF, EPS or TIF), the page or document size should equal the bleed size.

- **Production Charges:** No charges when one piece, correct size documents are supplied. Hourly charges (1/2-hour mini-

mum) will apply for alterations we make to your files due to errors in ad size, type, color space, or file format.

- **Return of Materials:** Reed Business Information cannot hold materials longer than 3 months. Material will be shipped back to client upon written request only.

- **Shipping Instructions:**

Ship all display advertising materials to:

Production Department

Reed Business Information
360 Park Avenue South
11th Floor
New York NY 10010
(646)746-6566

- Please include the name, phone number and address of the creator of the ad in case we need to contact them about the ad or to return materials.

DIGITAL ADVERTISING SPECIFICATIONS

- **Acceptable Proofs:** MatchPrint™, EPSON POLAPROOF™, or KODAK APPROVAL™. If ad is 4-color and an accurate color proof is not provided by the advertiser, printer will run color according to SWOP standards.
- **Preferred File Format:** Adobe® Acrobat® PDF-X1A files delivered to <http://www.ads4reed.com/>.
- **Raster File Resolution (Photos):** 266 DPI (at final size) saved in TIFF or EPS format. Do not compress graphics using JPEG or LZW.
- **Color:** Color images should be converted and saved in CMYK format only, unless a matched Pantone® color has been purchased. RGB, Indexed and LAB colors are not acceptable. All embedded color profiles (ICC) should be removed before creating PDF file.
- **Graphics:** Embed images in your file when saving in PDF format. Remove all embedded color profiles (ICC) before embedding graphics.
- **Ad Size:** Crop marks for full page ads should be at trim size. Bleed ads should extend beyond trim crop marks by 3/8 inch. Fractional ads should be set up exactly to [trim] sizes speci-

fied by publisher.

- **Trapping:** Do not trap files. Trapping will be set automatically through Reed's graphic production department.

- **Fonts:** Embed fonts in your document before creating PDF file. Please use Adobe Type 1 fonts only. Do not use Multiple Master, True Type or CID Identity-H fonts!

- **Common Problems Associated with Digital Files:**

Composite Fonts: Do not "export to PDF". Document must be postscripted, then distilled.

Fonts not embedded: Embed all fonts in your document before creating PDF file.

Transparencies and Gradients: Convert gradients to smooth shades. Transparencies needs to be "flattened" before the PDF file is created. To do this, follow these guidelines: If this file was created in **InDesign** you must change your document's Transparency Flattener Style to the following settings: Flattener Level: High, Flattener Resolution: 2400, Gradient Resolution: 600, Force Text to Outlines: Off, Convert Strokes to fills: Off, Clip Complex Regions: On. If this file was created in **Illustrator**, go to Document Setup, choose the "transparency" setting, make sure the raster/vector balance under

flattening settings is 100, and the rasterization resolution is 300ppi. As a precautionary measure, convert all text and strokes to outlines, click OK. Then select all objects in your document, go to Object>Flatten Transparency, select "convert all strokes to outlines" and hit OK. If this file was created in **Photoshop**, go to Select, choose All. Then go to Layer, choose "flatten image", click OK.

PDF Library is used: Do not "save as PDF". Document must be postscripted, then distilled.

Resolution is Below Threshold: Images must be 266dpi at final size (150 dpi at the absolute minimum).

- **Help**

If needed, please refer to the "Program Specific Help" section at http://www.ads4reed.com/pdf_howto.asp, or contact our Technical Support Line at 800-611-5878 for instruction on setting up your files to our specifications.

- **Electronic Transmission of files:**

<http://www.ads4reed.com/>

- **Please Note:** A color proof must be sent overnight to accompany your electronic file. All ads will run according to SWOP standards unless an accurate color guide is provided by the advertiser.

TERMS & CONDITIONS

- Net 30 days. No cash discounts. 15% commission to recognized advertising agencies on space, color, position and insert charges only if paid within 30 days.
- Insertion instructions shall be supplied for every advertisement and shall clearly state the following information: name of publication, name of advertiser, date to be inserted, size of advertisement, identification of advertisement (proof of ad to be furnished if possible) plus any special instructions such as bleed, color, etc.
- No conditions, printed or otherwise, appearing on the space order, billing instruction or copy instructions which conflict with the publisher's stated policies will be binding on the publisher.
- All advertising orders are accepted subject to the terms and provisions of the current rate card. Orders are accepted subject to change in rates upon notice from the publisher. However, orders may be cancelled at the time the change in rates becomes effective without incurring a short rate adjustment, provided the rate has been earned up to the date of cancellation.
- Orders acceptable for not more than one year in advance.
- A contract year, or twelve-month period, starts from the date of the first insertion. Twelve-month periods do not overlap; in other words, space counted in one contract period to determine the rate for that period, cannot be counted again toward determining the rate for the subsequent or past periods.
- Space orders wherever possible should specify a definite schedule of insertions, issues and sizes of space.
- The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising is at the time sold.
- Verbal agreements are not recognized.
- Acceptance of advertising for any product or service is subject to investigation of the product or service, and of the claims made for it in the advertisement submitted for publication.

- If more or less insertions are used within one year than specified in the order, charges will be adjusted in accordance with established rates.
- Cancellation of space order forfeits the right to position protection.
- The publisher reserves the right to give better position than specified in the order, at no increase in rate.
- Advertiser and advertising agency agree to indemnify, defend, and save harmless the publisher from any and all liability for content (including text, illustrations, representatives, sketches, maps, trademarks, labels or other copyrighted matter) of advertisements printed, or the unauthorized use of any person's name or photograph arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order. The publisher reserves the right to reject, discontinue or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.
- All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising not in keeping with the publication's standard.
- The advertiser index is prepared under the regulations and policies of the publisher as an extra service to the advertiser over and above his space order. The publisher, therefore, does not assume liability for errors in the index notwithstanding all normal precautions.
- The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
- Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-

down, or any condition beyond the control of publisher affecting production or delivery in any manner.

- The publisher's liability for any error will not exceed the charge for the advertisement in question.
- Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force without further notice.
- Association advertising ordinarily takes the rate earned for space used by the association advertising alone. Individual members of associations cannot bulk their individual company space with the association space to earn a bulk rate for themselves.
- Any deliberate attempt to simulate a publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" with copy which in the publisher's opinion resembles editorial matter.
- When change of copy, covered by an unconcealed insertion order, is not received by the closing date, copy run in the previous issue will be inserted.
- The publisher assumes no liability for error or omissions in key numbers, or its reader's service section, and/or reader's service numbers, or advertiser index.
- Advertisements offering prizes, or contents of any nature, are accepted provided prior approval has been obtained from the Post Office at place of publication entry.
- Requests for specified position at R.O.P. rates are given consideration but no guarantee is made unless the position premium has been provided for in the contract.
- Publisher reserves right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

NOTE: If the number of insertions placed does not match the contract, the charges will be adjusted to reflect the actual insertions placed.