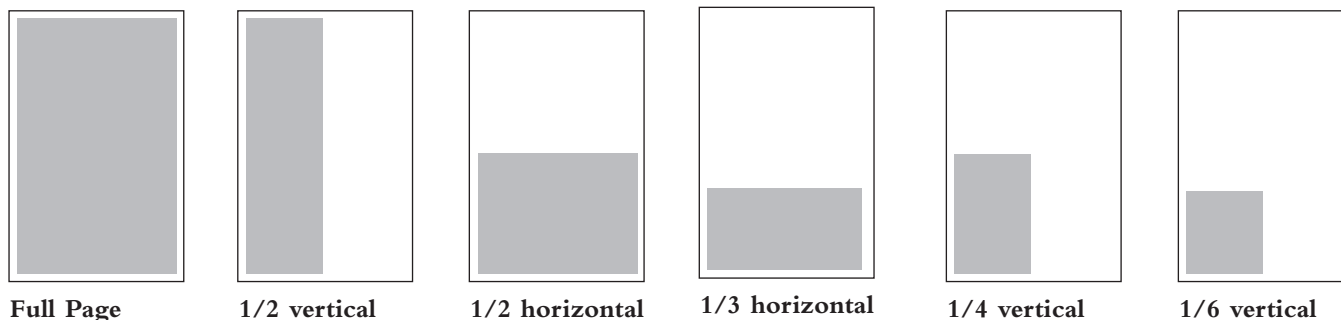


Ad Dimensions



	Width	Depth
Full page, bleed	6.75"	9.75"
Full page, trim*	6.5"	9.5"
Full page, non-bleed	5.25"	8.5"
(*Live area is 6" x 9")		
1/2 page vertical	2.5"	8.5"
1/2 page horizontal	5.25"	4"
1/3 page horizontal	5.25"	2.75"
1/4 page vertical	2.5"	4"
1/6 page vertical	2.5"	2.75"

300 D.P.I., 133 Line Screen
 300% maximum density on 4/C color ads.
 Maximum tone density for black and white halftones, 170%;
 second color, 70%

Acceptable digital ad formats on separate sheet.
 Submit on CD with all native files, fonts, and linked files.
 Printout of ad for reference must accompany disk.

**Emailed pdfs will only be accepted after discussion with
 Production Director. Call Cathy Kieपुरa at 847-770-4623.**
 (Publisher accepts no responsibility for reproduction of emailed ad materials.)

Production charges are included for all non-camera ready materials received
 by the non-camera deadline.

All non-camera ready materials submitted for production after the deadline will be
 charged at \$85 per hour for layout production and design.

Send ad materials to: Cathy Kieपुरa, Production Director
Performance Media, 3453 Commercial Ave., Northbrook, IL 60062 • 847-770-4623