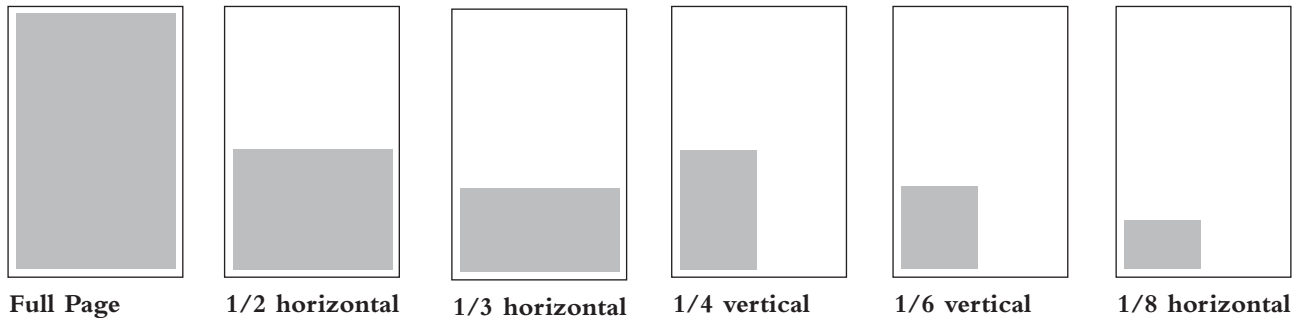


# KOHL CHILDREN'S MUSEUM GUIDE

## Ad Dimensions



Full Page      1/2 horizontal      1/3 horizontal      1/4 vertical      1/6 vertical      1/8 horizontal

**Deadlines:**  
**Winter/Spring**  
 Space: December 3  
 Materials: December 10  
 Publication: January 15, 2008  
**Spring/Summer**  
 Space: March 3, 2008  
 Materials: March 10, 2008  
 Publication: April 15, 2008  
**Summer/Fall**  
 Space: June 2, 2008  
 Materials: June 9, 2008  
 Publication: July 15, 2008  
**Fall/Winter**  
 Space: September 2, 2008  
 Materials: September 8, 2008  
 Publication: October 15

	Width	Depth
Full page, bleed	5.75"	8.75"
Full page, trim*	5.5"	8.5"
Full page, non-bleed (*Live area is 4.5" x 7.5")	4.5"	7.5"
1/2 page horizontal	4.75"	3.75"
1/3 page horizontal	4.75"	2.5"
1/4 page vertical	2.25"	3.75"
1/6 page vertical	2.25"	2.5"
1/8 page horizontal	2.25"	1.75"

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, linked files.  
 Printout of ad for reference must accompany disk.

**Emailed pdfs will only be accepted after discussion with  
 Production Director. Call Cathy Kiepura at 847-770-4623.**

(Publisher accepts no responsibility for reproduction of emailed ad materials.)

Send ad materials to:  
 Performance Media  
 3453 Commercial Ave.  
 Northbrook, IL 60062

Attention: Cathy Kiepura, Production Director  
 (847) 770-4623

performance media

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