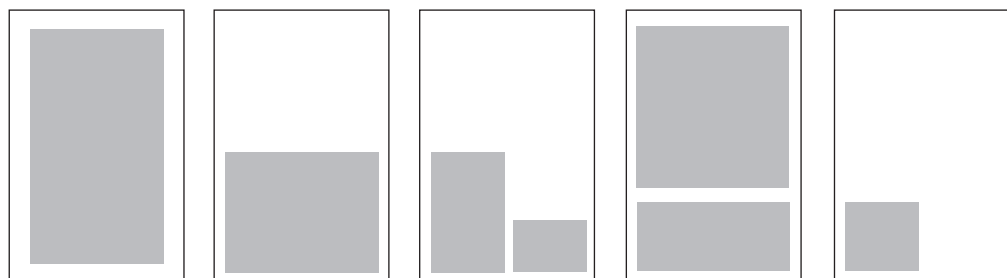




FOR 4/COLOR AND B&W ADS



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

	Width	Depth
Full page, bleed	8.5"	10.75"
Full page, trim*	8.25"	10.5"
Full page, non-bleed	7.25"	9.5"
*(Live area is 7.25" x 9.5")		
2/3 page horizontal	7.25"	6.25"
1/2 page horizontal	7.25"	4.625"
1/4 page vertical	3.5"	4.625"
1/8 page horizontal	3.5"	2.25"
1/3 page horizontal	7.25"	3"
1/6 page horizontal	3.5"	3"

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 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