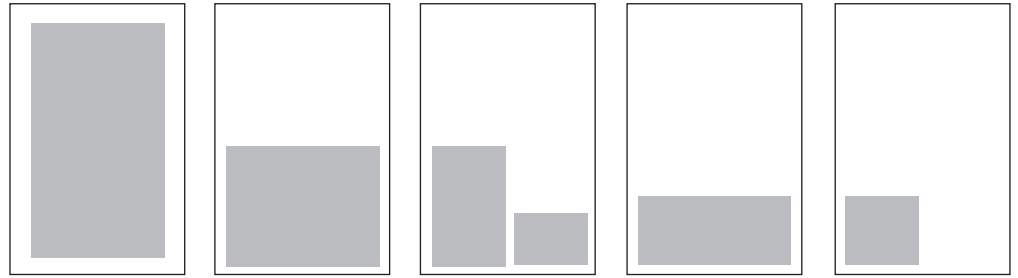


# RAVINIA

MONTHLY AD SIZES • FOR 4/COLOR AND B&W ADS



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

**2010 Deadlines:**

**Issue 1**  
 Special positions: April 19  
 Space: April 26  
 Materials: May 3  
 Publication: June 3

**Issue 2**  
 Special positions: May 19  
 Space: May 26  
 Materials: June 2  
 Publication: June 28

**Issue 3**  
 Special positions: June 16  
 Space: June 23  
 Materials: June 30  
 Publication: July 26

**Issue 4**  
 Special positions: July 7  
 Space: July 14  
 Materials: July 21  
 Publication: August 16

	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 7.5" x 9.5")		
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