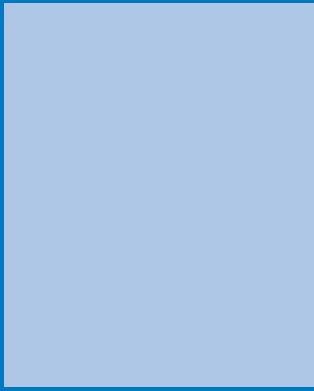


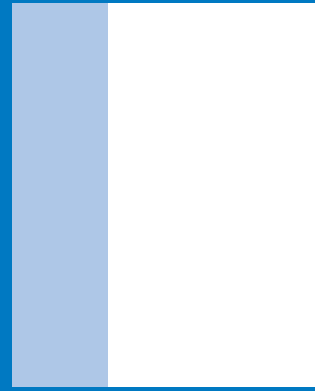
# ADVERTISING SPECIFICATIONS



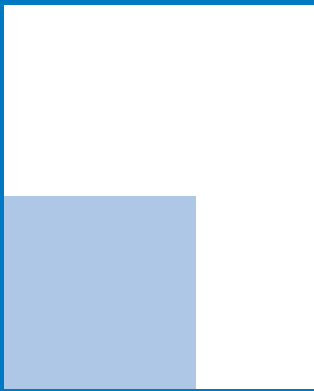
**FULL PAGE**  
7.25" X 9.25"



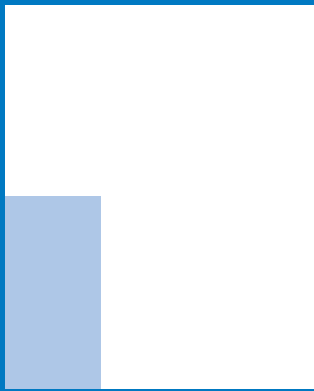
**2/3 PAGE**  
4.75" X 9.25"



**1/3 PAGE (column)**  
2.25" X 9.25"



**1/3 PAGE**  
4.5" X 4.75"



**1/6 PAGE**  
2.25" X 4.5"



**1/12 PAGE**  
2.25" X 2.125"



**1/24 PAGE**  
2.25" X 0.939"



**STRIP**  
7.25" X 0.33"

## ACCEPTABLE FORMATS

**NOTE: ALL FILES SENT MUST BE MACINTOSH COMPATIBLE AND CONSTRUCTED TO THE EXACT SIZES LISTED. ALL COLORS MUST BE CONVERTED TO CMYK. RGB OR PANTONE COLORS WILL NOT BE ACCEPTED.**

**Quark 3.3 – 6.0 Preferred File Format**  
All graphics must be sent as CMYK (.tif) or EPS (.eps) files at a resolution of 300dpi, with all fonts included, a color proof for checking must be provided.

**Adobe Illustrator 8.8 – CS**  
Format must be saved as an Illustrator EPS (.eps) compatible with Illustrator CS, must supply fonts or convert to outlines.

**Adobe Acrobat Reader**  
Artwork must be a hi-resolution PDF.

## ACCEPTABLE ARTWORK TRANSPORTATION

CD-Rom and Email (compressed using Stuffit or Winzip not to exceed 15MB).  
Email: [imac@mongoosemedia.com](mailto:imac@mongoosemedia.com)

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