



Ad Specifications

Ad Sizes

Full page

Trim size: 8.5" x 11"
Bleed size: allow ¼" margin

(¼) Fourth-of a page horizontal

Trim size: 8"w x 2.5"h

(½) Half-page horizontal

Trim size: 8"w x 5"h

(¼) Fourth-of a page vertical

Trim size: 4"w x 5"h

(½) Half-page vertical

Trim size: 4"w x 10"h

***Digital files are required for ad submission. See below for submission instructions.**

Acceptable file formats

PDF - High-resolution files scaled to 8.5" x 11" without printers marks.

NOTE: Fonts: Adobe Type 1 fonts ONLY. Include all fonts on disk (both printer and screen). Do not assume that the fonts will be on our systems. **NO TRUE TYPE OR MM (Multiple Master) FONTS CAN BE ACCEPTED.** Include fonts used in EPS files or convert type to outline in Illustrator.

File Submission instructions

Email: Send your digital file to Usha James at usha.james@SourceMedia.com

FTP: Transfer it to our ftp site at: **<ftpfiles.sourcemediacom>**, **Username: mcentee, Password: red34rum** (Please save the file with your first and last name and send email notification of your file upload to usha.james@sourcemediacom).

Mail: Mail your file on CD-ROM to Usha James at SourceMedia, One State Street Plaza, 27th fl, New York, NY 10004

File Submission deadline

All ads are due no later than **Monday, November 17th, 2008**

Questions should be directed to:

Usha James
(212) 803-6577
usha.james@sourcemediacom