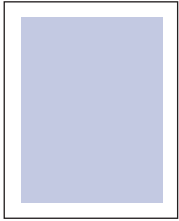
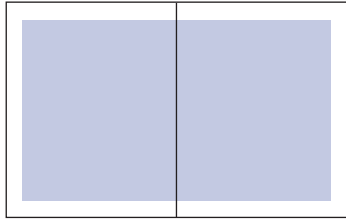


Advertising Materials Production Specifications (Effective June 5, 2008)

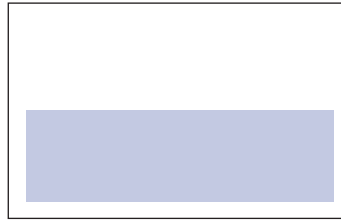
Ad Sizes and Specifications:



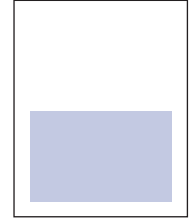
Full-Page Ad
Trim Size: 8-1/2" w x 11" h
Live Area: 7" w x 10" h



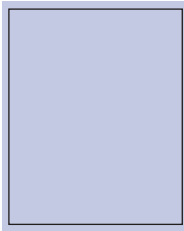
Two-Page Spread Ad
Trim Size: 17" w x 11" h
Live Area: 15-1/2" w x 10" h



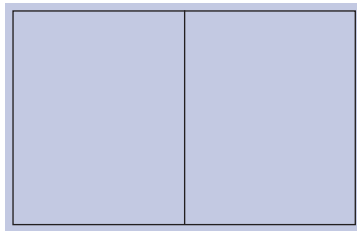
Half-Page Horizontal Spread Ad
Trim Size: 15-1/2" w x 4-7/8" h



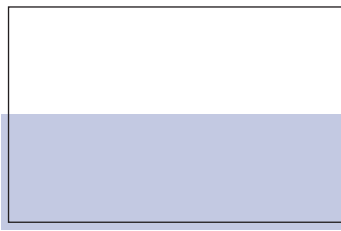
Half-Page Horizontal Ad
7" w x 4-7/8" h



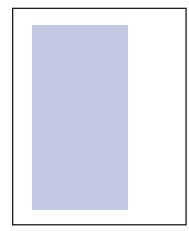
Full-Page Bleed Ad
Trim Size: 8-1/2" w x 11" h
Bleed Size: 8-3/4" w x 11-1/4" h



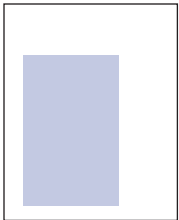
Two-Page Spread Bleed Ad
Trim Size: 17" w x 11" h
Bleed Size: 17-1/4" w x 11-1/4" h



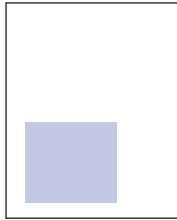
Half-Page Horizontal Spread Bleed Ad
Trim Size: 17" w x 5-1/2" h
Bleed Size: 17-1/4" w x 5-5/8" h



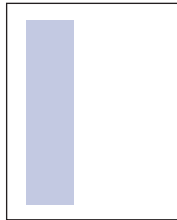
Two-Thirds-Page Vertical Ad
4-5/8" w x 10" h



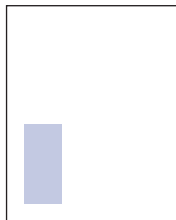
Half-Page Island Ad
4-5/8" w x 7-3/8" h



Third-Page Square Ad
4-5/8" w x 4-7/8" h



Third-Page Vertical Ad
2-1/4" w x 10" h



Sixth-Page Vertical Ad
2-1/4" w x 4-7/8" h

- On full-page bleed ads, keep live matter 5/16" from trim on all sides.
- Space can be used only in the above sizes. Space exceeding size indicated in any direction will be considered a bleed except for gutter bleeds in spread.
- Bleeds: Document set-up size in native applications should be equal to the page size with bleeds added. Document set-up size for PDFs must be equal to the publication bleed size.
- Contact advertising representative for rates.

Closing Dates & Multiple Insertions:

Space: First day of the month preceding month of publication. No cancellations accepted after space closing date. Published first of each month.

Materials: One week after space closing date.

Multiple Insertions: Duration-of-contract rate protection extended to advertisers specifying all insertion dates at time initial space order is accepted by the publisher. Publisher will "short rate" any curtailment or cancellation of scheduled advertising at the highest published rate in effect at the time of such curtailment or cancellation. Frequency discounts apply only to space used within a calendar year.

Premium Positions & Bleeds:

Inside Pages: 10% of space and color

Inside Covers or Center Spread: 15% of space and color

Back Cover: 20% of space and color

Bleed Cost: 10% of space and color

Bleed Dimensions: Full page: 8-3/4" x 11-1/4"

Two-page spread: 17-1/4" x 11-1/4"

Half-page horizontal spread: 17-1/4" x 5-5/8"

On bleed ads, keep live matter 5/16" in from trim size.

Mechanical Specifications:

Column width: 2-3/16 inches (three columns per page)

Column depth: 10 inches

Full-Page Trim Size: 8-1/2" x 11"

Full-Page Bleed Size: 8-3/4" x 11-1/4"

Two-Page Spread Trim Size: 17" x 11"

Printing: Computer to Plate; SWOP standard four-color process; Offset lithography on coated stock. 150 line screen.

Binding: Saddle-stitched

Advertising Materials Submission Instructions (Effective June 5, 2008)

Digital Files:

Advertisers are to submit advertising materials in a digital format on CD ROM in either Mac or PC platform prepared according to the following guidelines:

Preferred File Formats:

Flat .tif or PDF files at press resolution (for composed ads).

PDF File Submission:

A PostScript document is created from the native application file prior to preparing the final PDF/X-1a file. Please follow to the following guidelines in file preparation:

- Set native application files in the portrait mode at 100% of size with no rotations. Include trapping.
- Trim, bleed and center marks should be included in the file but kept outside the "live" area. Bleed must extend 1/8" beyond trim. Keep live matter 5/16" from the trim edge.
- Images must be **SWOP standard CMYK at 300 dpi** with a total area density of 300%. (No RGB, PDF or JPEG images).
- Use only PostScript Type 1 fonts. (No TrueType fonts). Do not use type styling for font attributes such as italic, bold, etc. **Embed all fonts.**
- All high-resolution images and fonts must be included. Supply both printer and screen fonts. **Embed all fonts into the PDF file.**
- Separations for any spot color (or fifth) color must be submitted in the native application file, not as a PDF file. (The Publisher reserves the right to match non-paid fifth or spot colors as process colors).
- Create a PostScript file from the native application (such as QuarkXpress) using the Universal PPD available as a download from DDAP at www.ddap.org.
- Use PDF/X-1a compliant software such as Adobe Acrobat Professional Version 6 to create a PDF/X-1a file from your desktop.
- All PDF file submissions must include a color proof described below and shipped to Publisher along with the PDF file on CD-ROM. For PDF files sent via email or to printer FTP site, a color proof must be shipped to both the printer and Publisher for review and processing. Please contact advertising representatives for PDF file submissions information.

Bleeds:

Document set-up size in native applications should be equal to the page size with bleeds added. Document set-up size for PDFs must be equal to the publication trim size.

Photos:

300 dpi, actual size, CMYK color model; .tif or .eps format with color preview.

Line Art:

800 dpi minimum for line art; CMYK color model; .eps format with color preview.

Fonts:

Send screen and printer fonts for use in producing the ad. On illustrations it is recommended to **convert text to outline before saving as .eps format**. TrueType fonts are not accepted.

Media:

Mac or PC based files may be submitted on CD-ROM and shipped to the address below to arrive by the materials due date. Provide one ad per disk and send only the files necessary for production of that ad. Include the publication name, issue date, advertiser's name and contact person including telephone number and email address.

Proofs:

Laser printout required to show elements; a SWOP-certified proof such as a matchprint is recommended for critical content and required for color correction on press. Tear sheets are not accurate for color proofing.

Proofs must be representative of the supplied file at actual size and display a printer's color bar. Alternate proofing will be used as content proofs only. Any special output or printing instructions, such as matched or spot color usage, should be clearly indicated on the supplied proof.

Additional Color and Artwork Surcharges:

Artwork submitted electronically without an accurate color proof will be subject to a \$100 proofing fee. Surcharges apply for spot color, bleed ads, premium positioning, changes at blue line and insertion of pre-printed matter. Ad design and production will be billed at the rates quoted by your account executive.

Each PMS Spot Color: 1-5x: \$525 6x +: \$425

Metallics: Contact your account executive for further information.

Changes: \$100 minimum surcharge for changes or strip-ins to existing artwork. \$150 surcharge for changes to artwork at blue line, if schedule permits.

Shipping Instructions:

Please ship ad materials to the following address:

Art Department
Schneider Publishing Company, Inc.
11835 West Olympic Boulevard, Suite 1265
Los Angeles, CA 90064

Artwork under 10mb can be e-mailed to:
hagit.worona@schneiderpublishing.com

FTP Instructions:

To submit your ad materials using a File Transfer Protocol program (Fetch, Core FTP, WSFTP or the like):

Host Name: <ftp.sundancepress.com>

User ID: schneider.sundancepress

Password: #1magazine

Once logged in to the FTP server, navigate to the upload folder and upload your artwork into the *ASSOCIATION NEWS* or *SPORTSTRAVEL* folder.

After your ad is uploaded, please notify our art department via e-mail: hagit.worona@schneiderpublishing.com