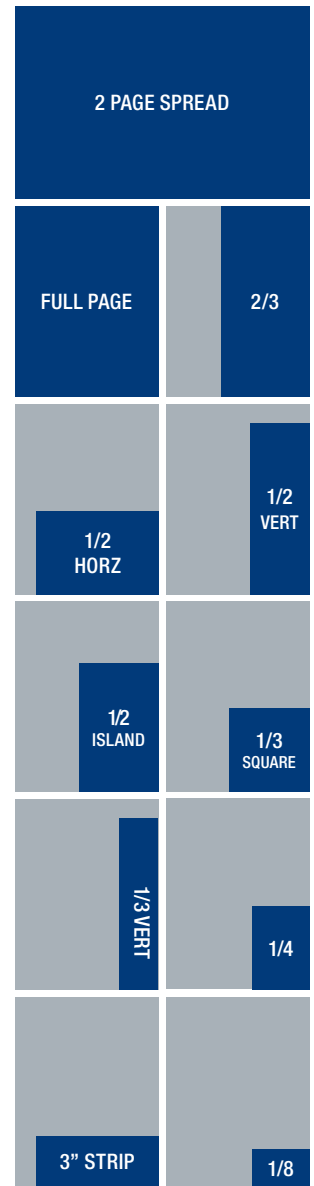


## MECHANICAL REQUIREMENTS

## SIZE

SIZES	WIDTH X DEPTH (IN)	WIDTH X DEPTH (MM)
2 page spread, full bleed*	17.25 X 11.125	438 X 283 mm
2 page spread, gutter bleed*	15.25 x 9.875 in	388 x 251 mm
1 page bleed*	8.625 x 11.125 in	219 x 283 mm
1 Full Page (non-bleed)	7 x 10 in	178 x 254 mm
2/3 page standard	4.5 x 10 in	114 x 254 mm
2/3 page bleed*	5.5 x 11.125 in	140 x 283 mm
1/2 page horizontal standard	7 x 4.875 in	178 x 126 mm
1/2 page horizontal bleed*	8.625 x 5.57 in	219 x 143 mm
1/2 page vertical standard	3.375 x 10 in	87 x 254 mm
1/2 page vertical bleed*	4.32 x 11.125 in	110 x 283 mm
1/2 page island standard	4.5 x 7.5 in	114 x 191 mm
1/2 page island bleed*	5.5 x 7.8 in	140 x 199 mm
1/3 page square, 2 col. wide	4.5 x 4.875 in	114 x 124 mm
1/3 page vertical, 1 col. wide	2.25 x 10 in	57 x 254 mm
1/3 page vertical bleed*	2.6 x 11.125 in	66 x 283 mm
1/4 page	3.375 x 4.875 in	87 x 126 mm
3 inch strip (1/4 page horizontal)	7 x 2.375 in	178 x 62 mm
1/8 page	3.375 x 2.25 in	87 x 57 mm
<b>PAGE SIZE (TRIM)</b>	8.375 x 10.875 in	213 x 276 mm
<b>FULL PAGE LIVE AREA</b>	8.125 x 10.625 in	206 x 270 mm
<b>BLEED SIZE</b>	0.125 in. outside trim	3mm outside trim
<b>*LIVE AREA</b> keep text and logos inside this area	0.188 in. inside trim	5 mm inside trim



## DISPLAY RATES — RUN OF BOOK

	SIZE	1X	3X	6X	12X
2 Page Spread (DPS), 4 Color	DPS	\$15,920	\$15,162	\$14,440	\$13,752
Full Page, 4 Color	FP	\$8,680	\$8,267	\$7,873	\$7,498
2/3 Page & 1/2 Page Island, 4 Color	2/3	\$6,580	\$6,267	\$5,968	\$5,684
Half Page, 4 Color	HP	\$5,830	\$5,552	\$5,288	\$5,036
3" Strip (1/3 Page Horizontal), 4 Color	3"	\$5,160	\$4,914	\$4,680	\$4,457
1/3 Page Horizontal, Vertical, Square, 4Color	1/3	\$5,150	\$4,905	\$4,671	\$4,449
1/4 Page, 4 Color	1/4	\$4,160	\$3,962	\$3,773	\$3,594
1/8 Page, 4 Color	1/8	\$970	\$924	\$880	\$838

## DISPLAY RATES - PREMIUM POSITIONS

	SIZE	1X	3X	6X	12X
Back Cover	FP	\$10,600	\$10,095	\$9,615	\$9,157
Inside Front Cover	FP	\$10,020	\$9,543	\$9,088	\$8,656
Inside Back Cover	FP	\$9,750	\$9,286	\$8,844	\$8,422