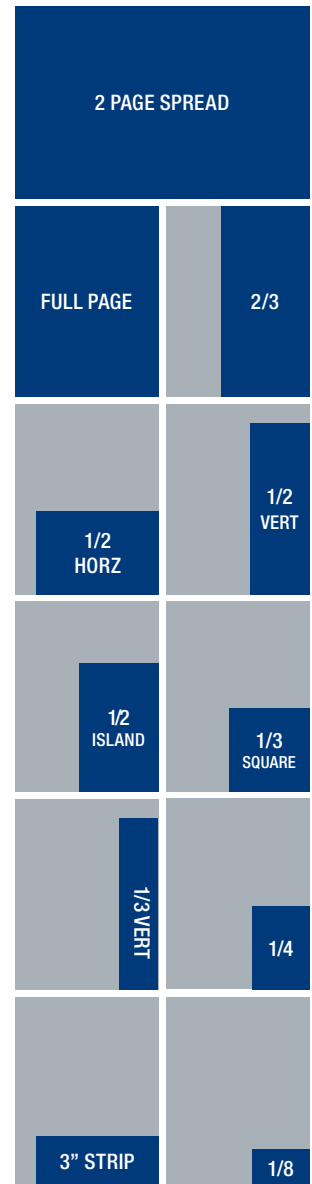


## MECHANICAL REQUIREMENTS

## 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><br>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 |