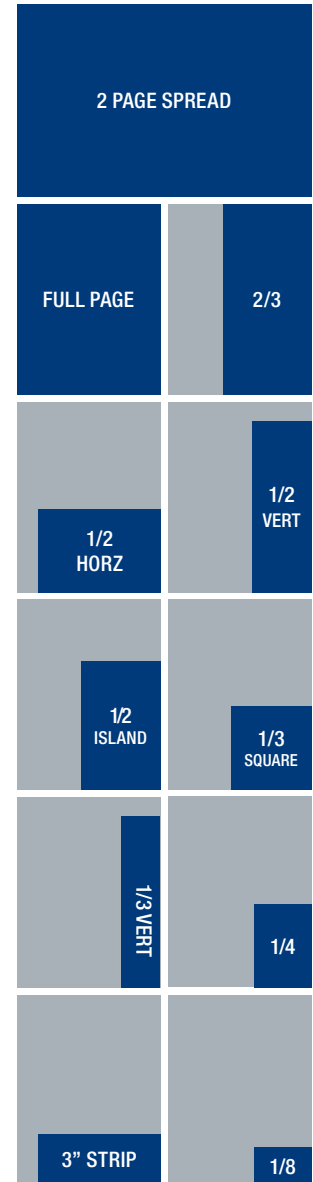


MECHANICAL REQUIREMENTS

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
PAGE SIZE (TRIM)	8.375 x 10.875 in	213 x 276 mm
FULL PAGE LIVE AREA	8.125 x 10.625 in	206 x 270 mm
BLEED SIZE	0.125 in. outside trim	3mm outside trim
*LIVE AREA 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	\$9,500	\$9,000	\$8,450	\$8,000
Full Page, 4 Color	FP	\$5,796	\$5,494	\$5,042	\$4,731
2/3 Page & 1/2 Page Island, 4 Color	2/3	\$4,229	\$3,975	\$3,821	\$3,583
Half Page, 4 Color	HP	\$3,444	\$3,165	\$2,798	\$2,678
3" Strip (1/3 Page Horizontal), 4 Color	3"	\$2,388	\$2,266	\$2,132	\$1,987
1/3 Page Horizontal, Vertical, Square, 4Color	1/3	\$2,388	\$2,266	\$2,132	\$1,987
1/4 Page, 4 Color	1/4	\$1,850	\$1,792	\$1,548	\$1,363
1/8 Page, 4 Color	1/8	\$970	\$924	\$880	\$838

DISPLAY RATES - PREMIUM POSITIONS

SIZE 1X

Back Cover	FP	\$8,590
Inside Front Cover	FP	\$7,850
Inside Back Cover	FP	\$8,960

COLOR CHARGES

Std. 4A Red, Green, Orange, Yellow: per color	\$472
Matched color, per page, per color extra	\$590
4-color process per page: (1/3 page or smaller)	\$814
4-color process per page: (1/2 page or larger)	\$1,134