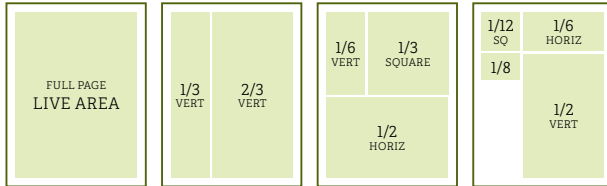


DIGITAL REQUIREMENTS



AD SIZES	WIDTH X HEIGHT
2 PAGE SPREAD	<ul style="list-style-type: none"> Trim Size = 16 x 10.5 Bleed Size = 16.25 x 10.75
FULL PAGE	<ul style="list-style-type: none"> Trim Size = 8 x 10.5 Bleed Size = 8.25 x 10.75 Live Area = 7 x 9.625
2/3 PAGE	<ul style="list-style-type: none"> Vertical = 4.625 x 9.625
1/2 PAGE	<ul style="list-style-type: none"> Vertical = 4.625 x 7.125 Horizontal = 7 x 4.75
1/3 PAGE	<ul style="list-style-type: none"> Vertical = 2.25 x 9.625 Square = 4.625 x 4.75
1/4 PAGE	<ul style="list-style-type: none"> Vertical = 3.375 x 4.75
1/6 PAGE	<ul style="list-style-type: none"> Vertical = 2.25 x 4.75 Horizontal = 4.625 x 2.25
1/12 PAGE	<ul style="list-style-type: none"> Square = 2.25 x 2.25
1/8 PAGE	<ul style="list-style-type: none"> Marketplace = 3.375 x 2.25
** SIZES MAY NOT BE AVAILABLE IN ALL PUBLICATIONS **	

BASE COST FOR AD CREATION (SCANS ARE EXTRA)		
FULL PAGE	• \$150 (color)	• \$90 (BW)
2/3 PAGE	• \$140 (color)	• \$80 (BW)
1/2 PAGE	• \$130 (color)	• \$70 (BW)
1/3 PAGE	• \$120 (color)	• \$60 (BW)
1/4 PAGE	• \$120 (color)	• \$60 (BW)
1/6 PAGE	• \$90 (color)	• \$50 (BW)
1/12 PAGE	• \$70 (color)	• \$50 (BW)
1/8 PAGE	• \$70 (color)	• \$50 (BW)
COST PER SCAN (20% DISCOUNT ON 3+ SCANS)		
B/W	• \$25 any size	
COLOR	• \$50 up to 4" x 6"	
	• \$65 up to 8" x 10"	
DIGITAL COLOR PROOFS (EPSON) • \$10 EACH		

Production charges are in addition to space rate and are **NON-NEGOTIABLE AND NON-COMMISSIONABLE**. Production is billed at \$65 per hour with a minimum of \$20 for type changes, resizing, color changes, etc. These prices should be used as a guideline only. **ADDITIONAL CHARGES MAY APPLY.**

MECHANICAL REQUIREMENTS

PRINTING PROCESS: Web Offset, printed at 150 line screen
 BINDING METHOD: Perfect Bound • TRIM SIZE: 8" x 10.5"

We require all ads to be submitted in a digital format. Ads submitted incorrectly, including incorrectly sized ads, will incur additional production charges to correct the files.

- All ads should include a hard copy of the ad. If color accuracy is important, any four color ads should include a matchprint or equivalent digital color proof. If you can't provide a digital color proof, we can supply one for a \$10 charge.
- All ads must include hi-res files (300 dpi placed at 100%), any graphics or logos (.tiff, .eps or .ai), and all fonts used in the ad. Please remember to "collect for output" or "package" prior to submitting.
- We print in process color. All Pantone colors must be converted to CMYK (process). Please remember to convert all hi-res images from RGB to CMYK. We are not responsible for color accuracy in files that must be converted to CMYK upon arrival.
- We accept InDesign, (Mac Formatted) Quark, Illustrator, Photoshop or hi-res PDFs. We do not accept Pagemaker, Microsoft Publisher, Word or PowerPoint files. We may be able to convert other PC file formats for a fee. Please call to verify. We do not accept film.

SUBMITTING ADS

UPLOAD SITE: WWW.GREENSPRING.COM/UPLOADS

Files should be:

- Compressed
- Not contain \ / : * ? " < > | in the file name
- Limit file name to advertiser_abbreviated issue

EMAIL: ADS@GREENSPRING.COM

Include the following with all compressed files sent via email:

- Name of Advertiser
- Publication and issue the ad is to run in
- Contact name and phone number
- Limit file name to advertiser_abbreviated issue

DISK: (MAC FORMATTED)

All disks should be labeled with the following:

- Name of Advertiser
- Publication and issue the ad is to run in
- Contact name and phone number
- Return address if disk is to be returned
- Limit file name to advertiser_abbreviated issue

COURIER OR US MAIL:

Greenspring Media Group
 600 US Trust Building
 730 Second Avenue South
 Minneapolis, MN 55402
 ATTENTION: Traffic Manager

CONTACTS

JESS STOLLBERG: AD TRAFFIC/DESIGNER

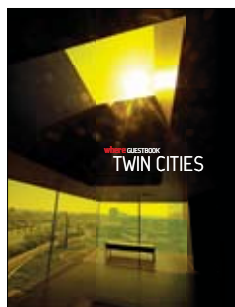
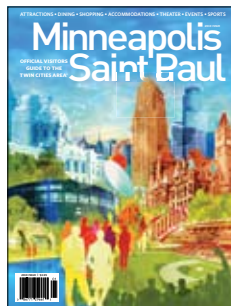
612-371-5849 • jstollberg@greenspring.com

Please contact Jess with questions regarding deadlines, extensions, ad specs, etc.

TABITHA HERBRANSON: PRODUCTION ASSISTANT

612-371-5839 • therbranson@greenspring.com

Please contact Tabitha with technical questions about these advertising requirements.



ADVERTISING POLICIES

CONTRACTS

Oral and written orders for advertising are accepted subject to terms and conditions stated in the standard written contract. Advertisers contracting for three or more insertions within a 12-month period earn frequency discounts. Advertisers who do not fulfill their contracted frequency agreements will be billed for the shorter rate. Credit earned by increased frequency during a contract year will be rebated. Advertising rates are subject to change. Rates are guaranteed for the duration of the original contract.

CANCELLATIONS

Cancellations of reserved advertising space will not be accepted after the published closing date.

TERMS

Net 30 days. A 15% commission will be paid only to recognized advertising agencies and only when they perform all regular agency functions, including furnishing press-ready (digital) ads and accepting payment liability for ad placements.

PUBLISHER'S PROTECTION

Advertisers agree to indemnify publisher against liability, loss, or expense as a result of claims or suits based on advertisement content.

ADVERTISING POLICY

All advertising is subject to publisher's approval.

ADVERTISING COLLECTIONS

Payment is due within 30 days of date of invoice. Greenspring Media Group is entitled to reasonable attorney and collection fees on all past due accounts. Subject to finance charges per contract.

ISSUANCE & CLOSING

Advertising reservations are accepted through the closing date. Materials for ads needing production are due on closing. Digital ready ads received after the digital deadline date are subject to a \$50 late fee. Proof of advertisement will not be issued for materials received after closing date.

AD ARCHIVING & RETRIEVAL

Digital ad materials are archived for two years and then destroyed unless otherwise specified. Once payment is received for production, upon request, newly created ads and ads with major changes are provided to advertiser on a CD for use in other publications. Extra CDs are \$25 each.

RETURN OF ARTWORK

Return address and contact information must be provided for return delivery of materials (zip disks, transparencies, photos, etc.). Floppy disks, CDs and color proofs will not be returned unless requested.