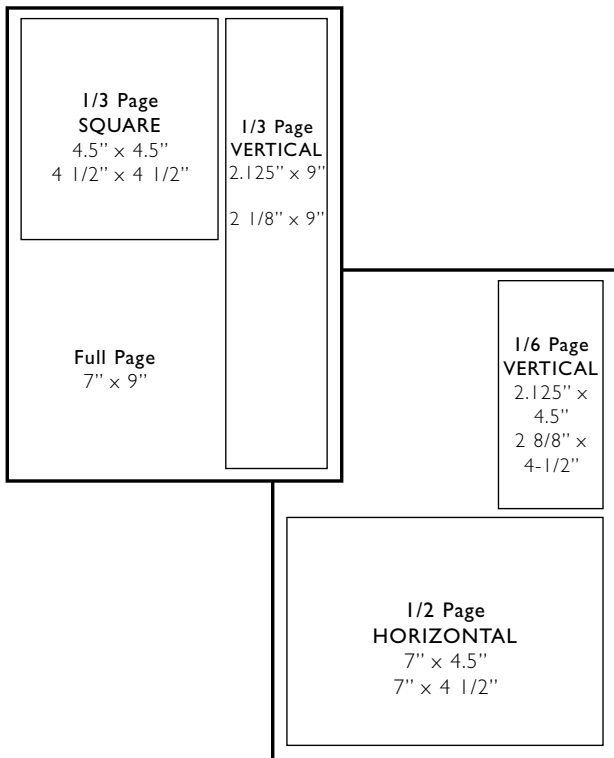




## PRODUCTION SPECIFICATIONS

### AD DIMENSIONS



**Trim Size: 8" X 10 1/2"**  
**(No bleeds permitted on ads)**

#### Setup

- Keep live matter 1/2" from trim on top, bottom and sides.
- Gutter bleeds: Live matter should be held 1/4" from each side of gutter on spreads to allow for bindery.

#### Accepted media:

- CD
- E-mail – 3 MB or smaller  
(fbradley@leisurepublishing.com)
- Internet visit our Client File Upload area at:  
<http://www.leisurepublishing.com/uploads>.

**Need help?** For material submissions, contact Felicia Bradley, traffic coordinator, at 540-989-6138 or e-mail questions to [fbradley@leisurepublishing.com](mailto:fbradley@leisurepublishing.com)

### DIGITAL SPECIFICATIONS

WE RECOMMEND THAT A HARD COPY PROOF BE SUBMITTED.

#### Preferred format:

PDF

#### Electronic Files:

Digital files may be supplied on CD or via email. Files must be MAC compatible formatted using the following software:

- Adobe InDesign CS

#### Photographs:

- Scan at 300 dpi at actual size.
- Save as EPS.

#### Line Art:

- Scan at 1200 dpi and save as EPS.
- List file names, and all graphic files must be linked to document.
- Include a hard copy of your files for proofing.

#### General Information:

- All color MUST be CMYK, we do not print PMS or RGB.
- Include all FONTS (printer AND screen) with your document.
- No embedded or nested files.
- No TrueType fonts.
- No bleed ads.
- The publisher cannot be responsible for color quality on ads supplied without proper pre-press proofs.

#### Submissions may be emailed to:

[fbradley@leisurepublishing.com](mailto:fbradley@leisurepublishing.com)

**All PDF files must be professionally prepared using Acrobat Distiller. Please request prep specifications if you have questions.**

#### Media Labeling Requirements:

- Advertiser Publication & Issue Date
- Agency Name, Address, Return Information for materials
- Contact Name & Phone
- A directory listing of contents of disk (files, images, fonts, etc.)

**Sales Close: 10/31/08**

Space is limited and may sell out before sales close.

**All Materials Due By: 11/10/08**