

**CAMERA READY ADS:**

Press Ready 300dpi PDF preferred, No Cropmarks, 4 color CMYK (no spot colors please).  
 Embed all fonts or outline fonts. Please include a 0.25" bleed on full page bleed ads.

**ADS NEEDING CHINESE TRANSLATION:**

Please Package: Original File, Fonts, high res. Images at 300dpi, Logos.  
 Logos: Vector format. Ai or eps

InDesign: InDesign CS6 or provide an IDML file or Export to High Res. PDF.

Illustrator: Illustrator CS6 ai or Eps or high res. PDF.

**NEW BUILD ADS:**

Please Provide: High Res images, Company Logos and detail content : address, phone#, email address,  
 Advertising information, disclaimer.

Logos: EPS or Ai vector files preferred

Images: High Res - Minimum 300 dpi at the final size used, RGB or CMYK

RATES			SIZES AND SPECS	
<b>OBC Package</b>	1 Outside Back Cover	4395	Trim Size	10" W x 12" H
			Bleed Size	10.5" W x 12.5" H
			Live Area	9.5" W x 11.5" H
	1 Double Spread inside		Trim Size	20" W x 12" H
			Bleed Size	20.5" W x 12.5" H
			Live Area	18.5" W x 10.375" H
<b>IFC Package</b>	1 Double spread IFC	3595	Trim Size	20" W x 12" H
			Bleed Size	20.5" W x 12.5" H
			Live Area	19.5" W x 11.5" H
<b>IBC Package</b>	1 Inside Back Cover	3595	Trim Size	10" W x 12" H
			Bleed Size	10.5" W x 12.5" H
			Live Area	9.5" W x 11.5" H
	1 Double Spread inside		Trim Size	20" W x 12" H
			Bleed Size	20.5" W x 12.5" H
			Live Area	18.5" W x 10.375" H
<b>DPS Spreads</b>	1 Double Spread inside	2495	Trim Size	20" W x 12" H
			Bleed Size	20.5" W x 12.5" H
			Live Area	18.5" W x 10.375" H
<b>Sponsored Page</b>	1 Page image	1295	Trim Size	10" W x 12" H
			Bleed Size	10.5" W x 12.5" H
			Live Area	8.5" W x 10.375" H

**2017-18 DEADLINES**

Artwork submissions November 8, 2017  
 Artwork completed November 15, 2017  
 Distribution November 22, 2017

**REVISED SPECS**  
 10"X12" FORMAT