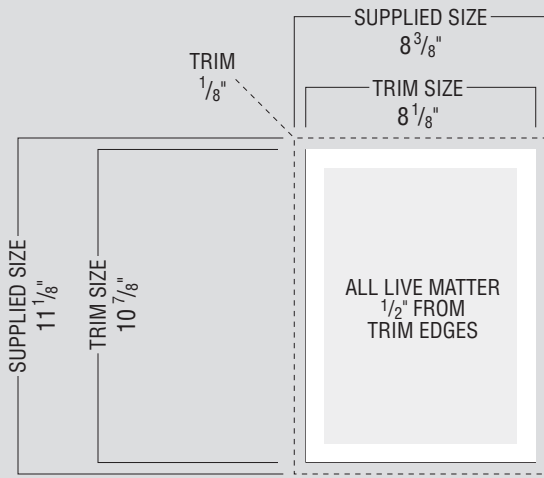
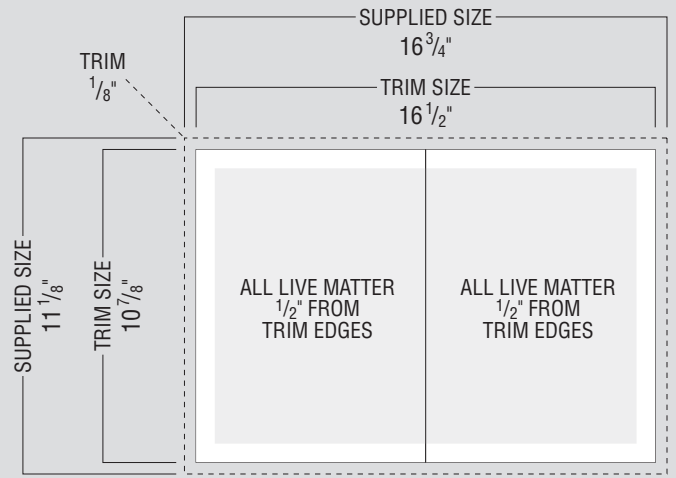


RUN-OF-BOOK REQUIREMENTS

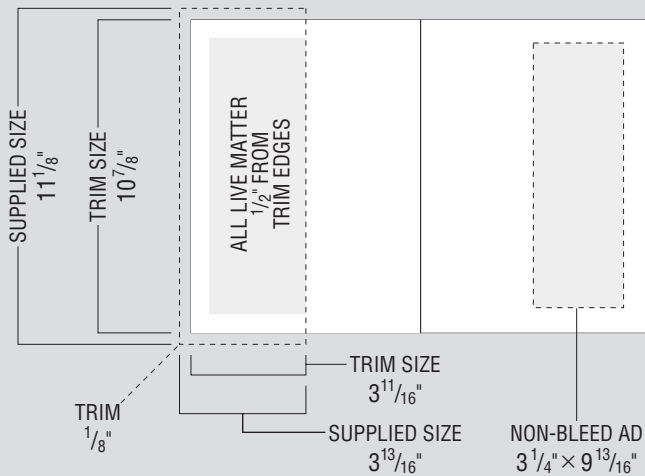
FULL PAGE



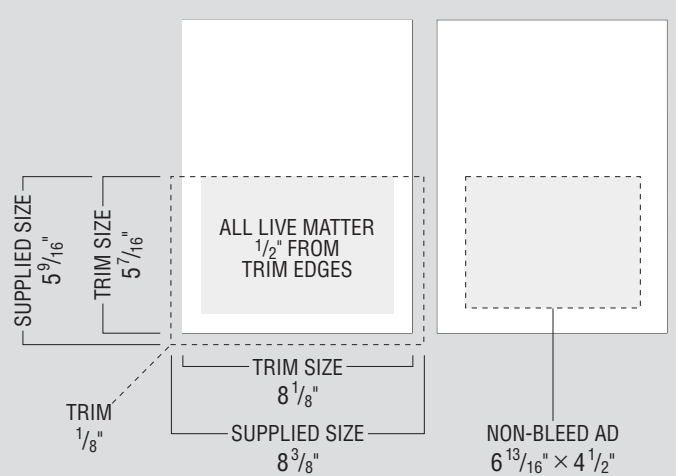
SPREAD



HALF PAGE VERTICAL



HALF PAGE HORIZONTAL



ELECTRONIC FILE INFORMATION

- ELECTRONIC FILES ▶**
- Format specifications ▶** All disk or e-mailed ads should be submitted as PDFs, fonts embedded.
 - Maximum density ▶** 350%
 - Rotation of colors ▶** KCMY
 - Note ▶** The materials supplier is responsible for having all links up-to-date in the electronic files prior to burning the CD or sending by e-mail.
- ACCEPTABLE MEDIA ▶** Disk or e-mail, with a pressmatch provided for color ads.

CONTACT & SHIPPING INFORMATION

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If you do not receive a confirmation for e-mailed material, call **Lori McStay** at **901-273-2757**.

DUE DATES

Year	Issue Month	Materials to Publisher
2009	December	11-11-09
2010	January	12-11-09
	February	1-10-10
	March	2-12-10
	April	3-12-10
	May	4-12-10
	June	5-12-10
	July	6-11-10
	August	7-12-10
	September	8-12-10
	October	9-10-10
	November	10-12-10
	December	11-12-10
2011	January	12-10-10