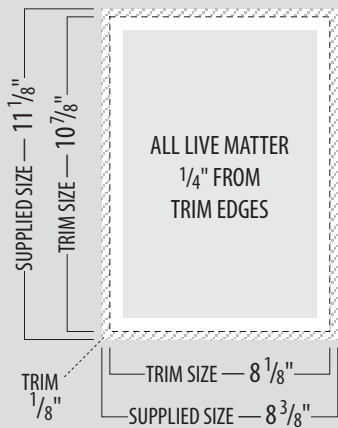
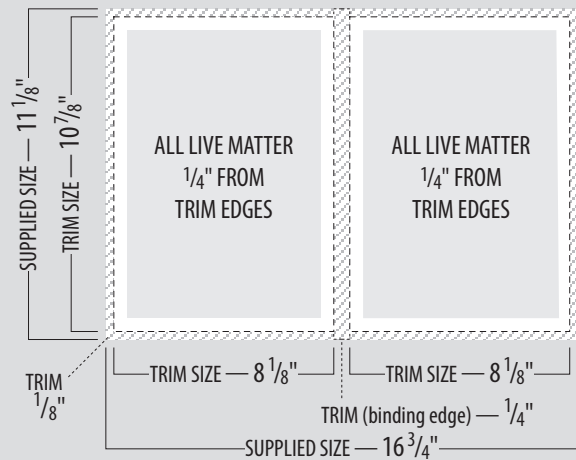


RUN-OF-BOOK REQUIREMENTS

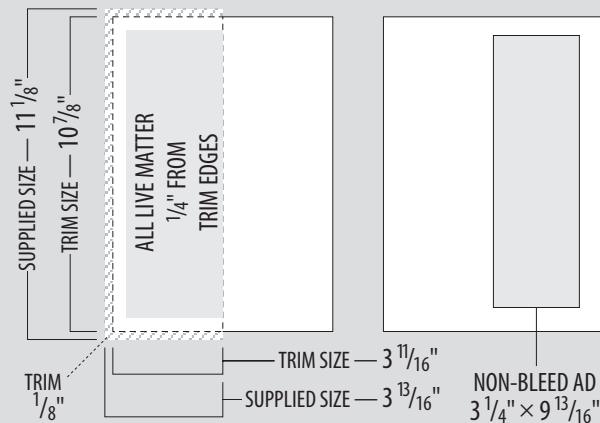
FULL PAGE



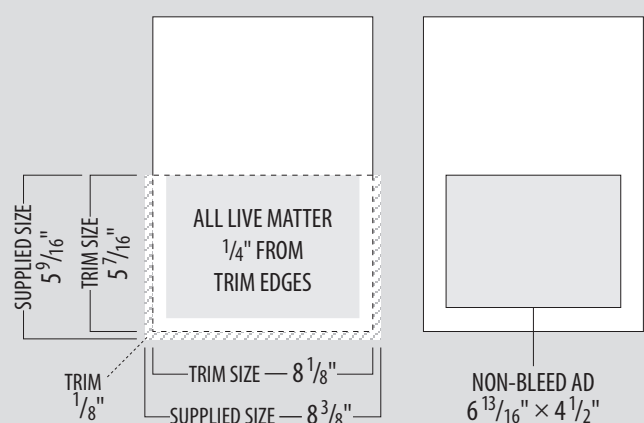
SPREAD



HALF PAGE VERTICAL



HALF PAGE HORIZONTAL



ELECTRONIC FILE INFORMATION

- Acceptable media** ▶ Disk or e-mail, with a pressmatch provided for color ads.
- Format specifications** ▶ All disk or e-mailed ads should be submitted as PDFs, fonts embedded.
- Spread ads** ▶ If the composition includes an image that spans the gutter, do not attempt to anticipate image loss in the gutter by duplicating the image, in part or whole. Spread ads should be supplied as facing pages or as a single image that the printer can split.
- Maximum density** ▶ 300%
- Rotation of colors** ▶ KCMY
- Resolution** ▶ Files should have a resolution of 600 dpi minimum; images can be downsampled to no less than 200 dpi.

DUE DATES

Year	Issue Month	Materials to Publisher
2016	December	11-11-16
2017	January	12-12-16
	February	1-12-17
	March	2-13-17
	April	3-13-17
	May	4-12-17
	June	5-12-17
	July	6-12-17
	August	7-12-17
	September	8-11-17
	October	9-12-17
	November	10-12-17
	December	11-13-17
2018	January	12-12-17

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