

AD SPECIFICATIONS & REQUIREMENTS

PRINT SPECIFICATIONS

GUIDE TRIM SIZE — 8.5" x 11"

PRINTING/BINDING — digital/perfect bound

PRINT LINE SCREEN — 600 lpi

MATERIALS SPECIFICATIONS

The **Marcom Group** (Kern EDC production partner) is both PC and Macintosh-based and uses full-color digital printing technology. The submission of advertising materials must be sent electronically or provided on disc.

For information on sending files contact **Chamil Payne**, Project Manager, at (661) 489-4444 or by email: cpayne@themarcomgroup.com.

All images and artwork used in your advertisement must be composed in the CMYK color mode (not spot, Pantone or RGB colors). Advertising materials may be submitted in the following file types: pre-press quality PDF (PDF/X-1a compliant), EPS, AI, CMYK-jpg or CMYK-tif.

For PDF, EPS and AI file types, fonts should be embedded, images should be high resolution (300 pixels per inch or higher). Any CMYK-jpg or -tif file must have been created with an original resolution of 300 pixels per inch or higher.

Half page ads and larger will have a clickable link embedded in the digital copy. Advertisers will need to provide appropriate links with their digital files.

PROOFS

Proofs will not be provided. **Kern EDC** is not responsible for color accuracy. Color laser proofs are not acceptable as an accurate color proof but can be used for proofing the ad content.

AD DEADLINE IS JANUARY 19



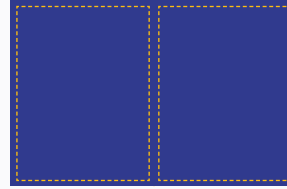
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We get it. Done.™

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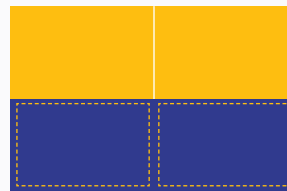
AD DIMENSIONS (width" x height")



Full 2-Page Spread**
17.5" x 11.5"



Full (Bleed)/Inside Cover*
9" x 11.5"



1/2 2-Page Spread**
17.5" x 5.875"



Full Page
7.5" x 10"

**1/2 Page
Horizontal**
7.5" x 4.875"



**1/2 Page
Vertical**
3.625" x 10"

1/4 Page
3.625" x 4.875"

SPECIFICATIONS FOR BLEED ADS

*Live copy should be kept 0.5" from the trim size on bleed ads.

†When laying out spread ads, be aware that due to perfect binding of the guide, the gutter has an area where portions of imagery spanning the pages will not be totally visible. Be especially careful with text spanning the gutter area.