

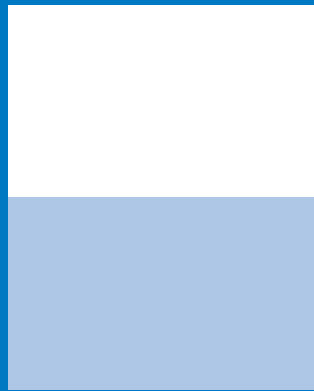
ADVERTISING SPECIFICATIONS



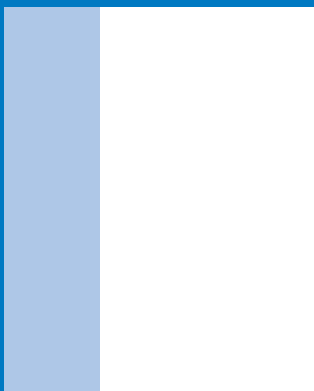
FULL PAGE
7"(w)" X 9.125(h)"



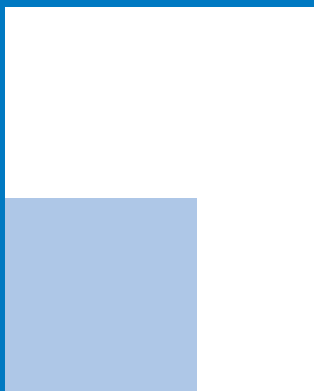
2/3 PAGE
4.59(w)" X 9.125(h)"



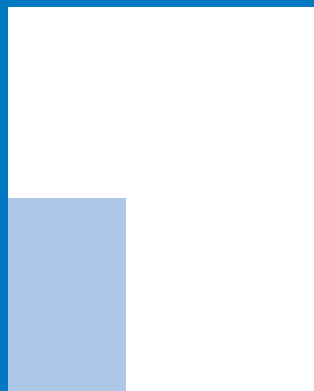
1/2 PAGE
7(w)" X 4.45(h)"



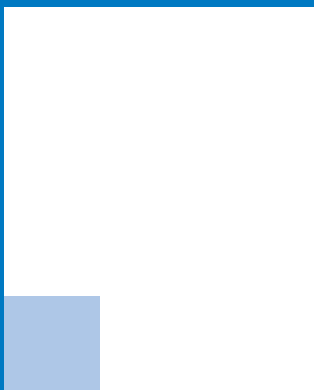
1/3 PAGE (column)
2.165(w)" X 9.125(h)"



1/3 PAGE (square)
4.59(w)" X 4.45(h)"



1/6 PAGE
2.165(w)" X 4.45(h)"



1/12 PAGE
2.165(w)" X 2.12(h)"



1/24 PAGE
2.165(w)" X .95(h)"



Strip Ad
7(w)" X 0.25(h)"

ACCEPTABLE FORMATS

- ALL FILES MUST BE MADE TO THE EXACT SIZES LISTED.
- PHOTOS AND IMAGES MUST BE IN RESOLUTION OF 300 DPI.
- ALL COLORS MUST BE CMYK. RGB OR PANTONE COLORS WILL NOT BE ACCEPTED.
- TO AVOID OVERPRINTING PROBLEMS, PLEASE CHECK YOUR AD WITH THE OVERPRINT PREVIEW SETTING ENABLED.

Failure to comply with above specifications could result in printing problems for which Newsweek Showcase/ Mongoose Atlantic will not be held responsible.

PREFERRED FILE FORMATS

Adobe Acrobat PDF
Minimum 300 dpi resolution.

Adobe Illustrator EPS
Format must be saved as an Illustrator EPS (.eps) compatible with Illustrator CS. Supply fonts or convert to outlines.

ACCEPTABLE ARTWORK TRANSPORTATION

CD-Rom and Email (compressed using Stuffit or Winzip not to exceed 15MB).
Email: imac@mongooseatlantic.com

FTP information is available.

Please reference Newsweek and NAME of advertiser in the subject of the email.

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