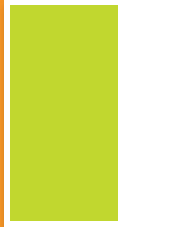




Full Page:
7" x 10"



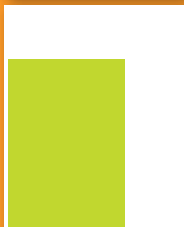
Two-Thirds Vert:
4.5" x 10"



Half Vert:
3.375" x 10"



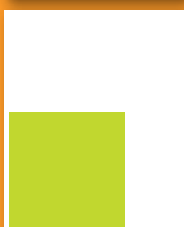
Half Horiz:
7" x 4.875"



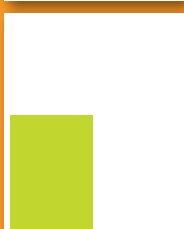
Half Island:
4.5" x 7.5"



Third Vert:
2.125" x 10"



Third Square:
4.5" x 4.875"



Quarter (Vert):
3.375" x 4.875"



POINT OF BEGINNING

Platforms accepted: Quark 6.1 or lower, Adobe InDesign CS5 or lower, Adobe Illustrator CS5 or lower, Photoshop CS5 or lower (We also accept high resolution PDFs of at least 300 dpi. All fonts and images must be embedded).

Formats for graphics: EPS, TIFF or JPEG. All images should be high resolution of at least 300 dpi. Do not compress graphics using JPEG or LZW.

Color: 4-color ads should be CMYK; Black and white ads must be saved as grayscale or bitmap.

Ad material submission: To guarantee color, a screened contract quality proof created from the final electronic file must be submitted with each color ad. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless a true match print proof is provided. We cannot guarantee color from a laser print out.

Ad material should be submitted to:

Lindsay Nagy
POB - Point of Beginning
Production Manager
2401 W. Big Beaver Road, Suite 700
Troy, MI 48084
(248) 244-6438 | Fax (248) 786-1380

If color guarantee is not necessary for your ad material, you can send electronically to nagyl@bnpmedia.com. If the file is larger than 5 MB you can upload to <http://upload.bnpmedia.com>

Additional sizing notes:

- Trim size is 8.125" x 10.75" but all vital area must remain within .375" of trim. For full page bleed ads, extend the bleed to 8.375" x 11".
- Two full pages (spread) w/bleed: 16.5" x 11".