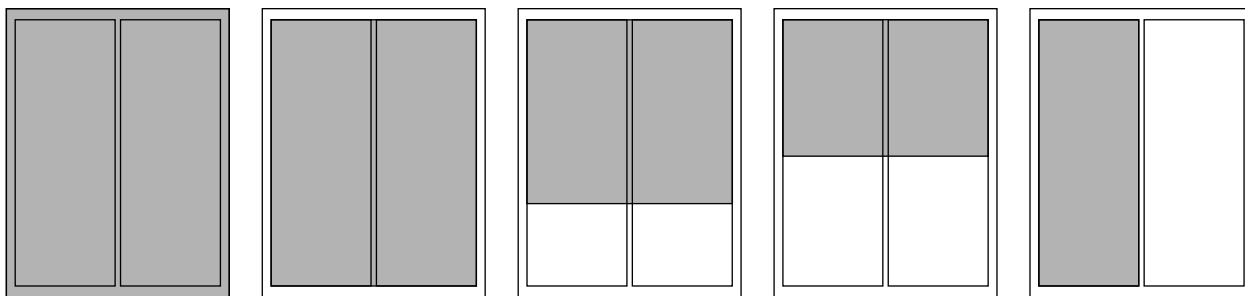


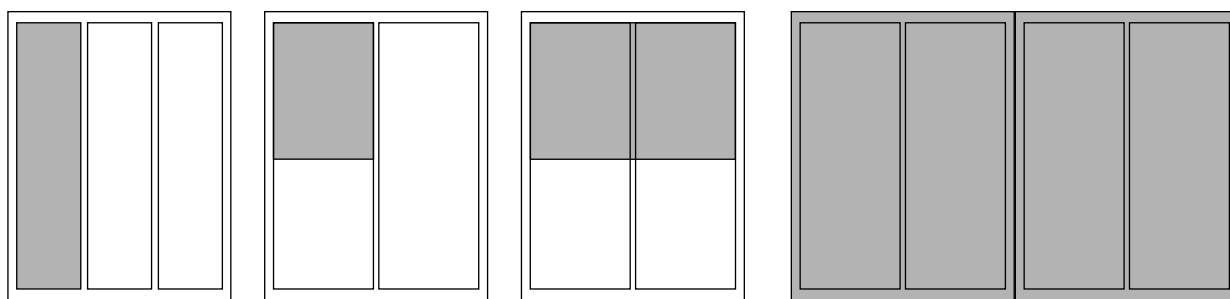
# Ad Specifications and Submission Information • Vol. 41 • 2008

Sales inquiries: Michael Crosbie • 860-575-4702 • mcrosbie@faithandform.com

Technical/layout questions: Dave Kuhar • 440-918-1301 • dkuhar@faithandform.com



	Full Page, 1/8" bleed	Full Page	2/3 page horizontal	1/2 page horizontal	1/2 page vertical
<b>Picas</b>	52p6 x 69p	46p9 x 60p	46p9 x 40p	46p9 x 29p3	22p11 x 60p
<b>Inches</b>	8.75 x 11.25	7.79 x 10	7.79 x 6.66	7.79 x 4.875	3.82 x 10
<b>Centimeters</b>	22.225 x 28.575	19.79 x 25.4	19.79 x 16.93	19.79 x 12.3825	9.7 x 25.4



	1/3 page vertical	1/4 page vertical	1/2 page horizontal	Spread, 1/8" bleed
<b>Picas</b>	46p9 x 60p	22p11 x 29p3	46p9 x 40p	105p x 69p
<b>Inches</b>	7.79 x 10	3.82 x 4.875	7.79 x 4.875	17.5 x 11.5
<b>Centimeters</b>	19.79 x 25.4	9.7 x 12.3825	19.79 x 12.3825	44.45 x 29.21

## SUBMISSION INFORMATION

All ad submissions are by electronic media only.

We accept the following file formats *only*:

Adobe Illustrator (Macintosh or Windows); Adobe InDesign and QuarkXPress files (Macintosh only); Acrobat PDF files (prepared according to SWOP standards). When submitting Illustrator files, all text must be converted to outlines/paths. Files created in any other program will be returned for re-submission. We prefer InDesign CS/CS2 files.

ALL fonts and embedded artwork (TIFF, EPS, etc.) MUST be included on the disk.

Bitmap ads may be submitted to size with the following parameters:

Full color ads: CMYK TIFF files @ 350 dpi

Black & White ads: Grayscale TIFF files @ 350 dpi

Files may be submitted on CD, DVD or Zip disk only. We do not accept ad submission via email.

A color laser proof is required for color ads; a black and white laser proof is required for black and white ads. Publisher takes no responsibility for accuracy of reproduction if any of the above requirements are not met.

Printing: offset lithography

Paper: 70 lb. Centura Matte text with self-cover

Storage: Computer files and accompanying proofs will be stored by the publisher for 12 months and then destroyed, unless otherwise advised in writing by the advertiser or agency.

**IMPORTANT: WE RESERVE THE RIGHT TO SCALE YOUR AD TO FIT OUR SPECIFICATIONS IF THE ABOVE INSTRUCTIONS ARE NOT FOLLOWED.**

Note: Ads submitted as flat artwork or film negative will be scanned at additional cost to the advertiser.

## GRAPHIC ASSISTANCE

For an additional cost, Faith & Form will compose and design ads subject to advertiser's approval.

## COMMISSIONS AND DISCOUNTS

Agency Commission: 15% of gross billing allowed to recognized advertising agencies on space, bleed and preferred position charges only. Commission is not allowed on reply cards, insert binding, backup, trimming, film conversion, artwork and composition or other special handling charges.

## GENERAL INFORMATION

1. Publisher's copy protective clause: Advertisers and their agencies assume liability for all content of advertisements printed and assume responsibility for any claims which may arise from advertising. The publisher reserves the right to reject any advertising. The publisher is not liable for errors in key numbers or Advertisers' Index.

2. Publisher may mark as advertising any advertisement that resembles editorial matter.

3. Short rates and rebates: Advertisers who do not use within a year's period the amount of space on which their billing rate is based will be short-rated. Advertisers who within a year's period use enough additional space to earn a rate lower than their billing rate will be rebated.

4. Rate protective clause: Should rate changes be required, notification will be given advertisers. Those who wish to cancel contracts when the new rates become effective will not be short-rated provided the contract rate is being earned at the time of cancellation.

5. Payment: The balance is due on receipt of the publication.