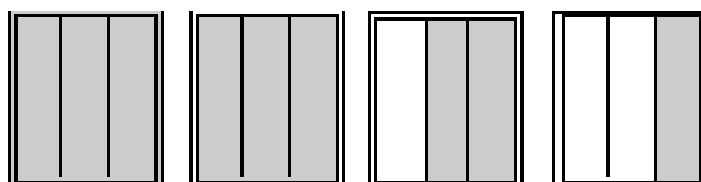
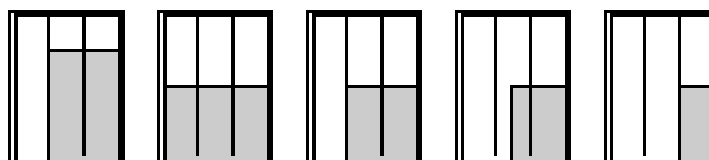


ARTWORK

AD FORMATS



Full page bleed Full page 2/3 page vertical 1/3 page vertical



1/2 page island 1/2 page horizontal 1/3 page square 1/4 page square 1/6 page vertical

Videomaker is printed on a perfecting web press from electronically imaged offset plates.

- Binding: saddle stitch
- Trim allowances: 1/8" all sides
- Final trim size: 7 7/8" x 10 1/2"
- Bleeds: see Dimensions chart

AD SPECIFICATIONS

| Dimensions | W | x | H |
|---------------------------|---------|---|---------|
| Trim | 7 7/8" | x | 10 1/2" |
| Full Page (Live Area) | 7" | x | 9 5/8" |
| Full Page Bleed | 8 1/8" | x | 10 3/4" |
| 2 Page Spread (Live Area) | 14" | x | 9 5/8" |
| 2 Page Spread Bleed* | 16" | x | 10 3/4" |
| 2/3 Page Vertical | 4 5/8" | x | 9 5/8" |
| 2/3 Page Vert. Bleed* | 5 1/8" | x | 10 3/4" |
| 1/2 Page Horizontal | 7" | x | 4 3/4" |
| 1/2 Page Horiz. Bleed* | 8 1/8" | x | 5 3/8" |
| 1/2 Page Island | 4 5/8" | x | 7 1/4" |
| 1/3 Page Square | 4 5/8" | x | 4 3/4" |
| 1/3 Page Vertical | 2 1/4" | x | 9 5/8" |
| 1/4 Page Square | 3 7/16" | x | 4 3/4" |
| 1/6 Page Vertical | 2 1/4" | x | 4 3/4" |

* Live matter not intended to bleed should be kept within the full page live area measurement.
2 page spreads should allow 1" non-live area within the gutter. 1/2 page horizontal material bleeds at the bottom and two sides of the page.

AD SUBMISSION

- York Publishing is not responsible for accurate color reproduction for any advertisement supplied without a color proof in conformance with SWOP (Standards for Web Offset Printing).
- If the advertisement is submitted without a proof, it is not York Publishing's responsibility to acquire a proof and York Publishing will not be responsible for any discrepancies in the advertisement.
- Any special output or printing instructions should be clearly indicated.
- YORK PUBLISHING WILL NOT ACCEPT ADS SUPPLIED ON FILM

The following must be sent to Videomaker before the requisite deadlines:

- Written space/insertion orders for all advertising
- Digital ad file(s), with all appropriate components

ELECTRONIC FILE SUBMISSION

- Acrobat PDF/X1A (before creating a PDF from Photoshop, please contact Videomaker's Production Department)
- PostScript (4/color composite)
- .eps or .tif (300dpi) files

Other Formats Supported (additional charges may apply)

- Adobe InDesign (Trapping turned on; black & white text set to "Knockout")
- Adobe Illustrator
- If you are using any other programs to create art that will be imported into your page files, notify us prior to submission.

NOTE: We cannot guarantee the integrity of files using TrueType fonts; PostScript fonts are strongly recommended.

Media / Electronic File Transfers All others formats will need prior notification. For electronic transfer of files, please contact us prior to delivery.

- CD-ROM
- FTP - please contact us for the URL and account information.
- e-mail - York Publishing will only accept one attachment per e-mail. More than one file must be compressed into one SIT or ZIP file (no SEA). **All**

Macintosh files must be compressed if sent via e-mail or FTP.

Production Charges

- Any deviation of correct size may be trimmed or the publisher, at his discretion may alter the file to fit the mechanical requirements. Out-of-spec material could negatively impact the quality of reproduction and will result in a **minimum** additional charge of \$50.
- Any disk intervention required by the magazine or its printer will result in additional charges to the advertiser.

Contact the Production Department for detailed specifications.