

ADVERTISING GUIDELINES

Today Media works on a Macintosh platform and can accept the following types of files. If ads are supplied in other formats additional charges may be incurred.

File Types Accepted:

Preferred file type is PDF/X-1a

Other Accepted File Formats:

Adobe InDesign CS6
 Adobe Photoshop CS6 (Tiff preferred)
 Adobe Illustrator CS6 (EPS preferred)

Graphic Files:

All graphic files must be supplied in CMYK (not RGB), with resolution of 300 dpi or higher. The file name must be the same as referenced in the InDesign document.

Fonts:

Include all screen and printer fonts. Do not use TrueType fonts. EPS files should have type converted to outlines or paths. No PC fonts are accepted. Please supply ad as high resolution PDF, TIFF, or outlined EPS.

DISPLAY SPACE ADVERTISING DIMENSIONS

| | WIDE | | TALL |
|-------------------|------------------|---|------------------|
| Trim Size | 8 3/16" (8.1875) | x | 10 7/8" (10.875) |
| Bleed Size | 8 7/16" (8.4375) | x | 11 1/8" (11.125) |
| Image Area (full) | 7" | x | 10" |
| 2/3 Vertical | 4 5/8" (4.625) | x | 10" |
| 1/2 Vertical | 4 5/8" (4.625) | x | 7 3/8" (7.375) |
| 1/2 Horizontal | 7" | x | 4 7/8" (4.875) |
| 1/3 Square | 4 5/8" (4.625) | x | 4 7/8" (4.875) |
| 1/3 Vertical | 2 1/4" (2.25) | x | 10" |
| 1/3 Horizontal | 7" | x | 3 1/2" (3.5) |
| 1/4 Vertical | 3 3/8" (3.375) | x | 4 7/8" (4.875) |
| 1/6 Horizontal | 4 5/8" (4.625) | x | 2 1/4" (2.25) |
| 1/6 Vertical | 2 1/4" (2.25) | x | 4 7/8" (4.875) |
| 1/8 Horizontal | 3 3/8" (3.375) | x | 2 1/4" (2.25) |
| 1/9 Vertical | 2 1/4" (2.25) | x | 3 1/4" (3.25) |
| 1/12 square | 2 1/4" (2.25) | x | 2 1/4" (2.25) |

Supplied Proof:

If ad is "color critical", supply SWOP-certified proof.

Disks:

We accept the following forms of media for file submission:
 CD-ROM Disks or DVD

Submitting Ads by E-mail or Dropbox:

All transmissions that are e-mailed cannot exceed 4 megabytes in size, and should be "stuffed" or "zipped" before sent. Please specify name of ad and magazine in the subject field of e-mail. If you wish to upload an ad via Dropbox please use the following Dropbox instructions:

Via Dropbox:

1. Visit Dropbox.com —sign-up for a FREE account, if you do not already have one.
2. Create a folder — specify business and magazine in the folder name.
3. Place ad file in folder.
4. Share folder with production@todaymediainc.com.

If you have any problems, please contact Deana Yokimcus at production@todaymediainc.com or visit www.dropbox.com/help/243/en

Via E-mail:

production@todaymediainc.com

Ship ads to:

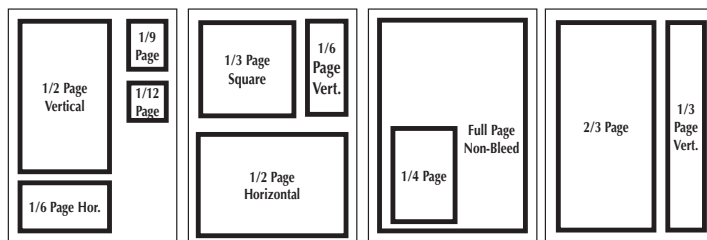
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