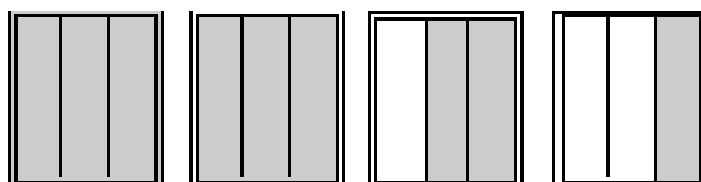
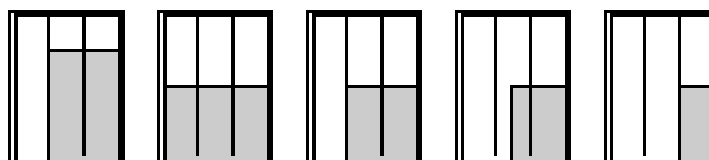


ARTWORK

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 3/4" x 10 1/2"
- Bleeds: see Dimensions chart

AD SPECIFICATIONS

Dimensions	W	x	H
Trim	7 3/4"	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. If 1/2 page horizontal material contains bleeds, bleeds are at the bottom and two sides of the page only.

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.