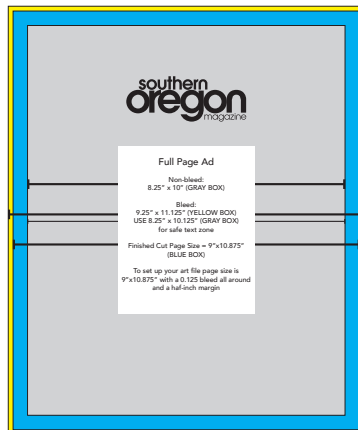


MEDIA KIT SPECIFICATIONS

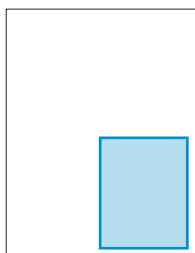
Magazine trim size: 9.0W" x 10.875T"

Safety Area: 8.625W" x 10.5T"

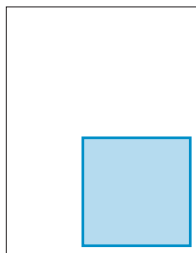
Printing: Web off-set, perfect binding



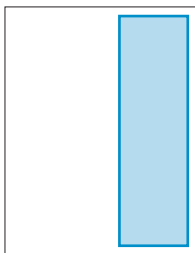
ADVERTISING SIZES



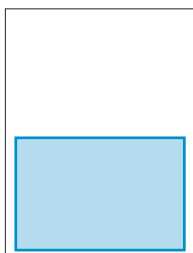
1/4
4.075W" x 4.95T"
Bleed: unavailable



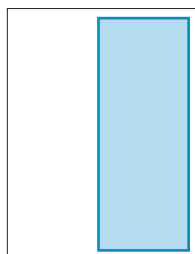
1/3 sq.
5.45W" x 4.95T"
Bleed: unavailable



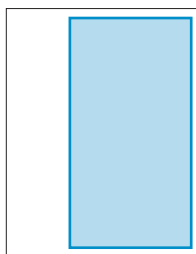
1/3 vertical
2.65W" x 10T"
Bleed: unavailable



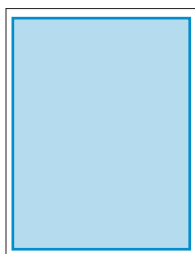
1/2 horizontal
8.25W" x 4.95T"
Bleed: unavailable



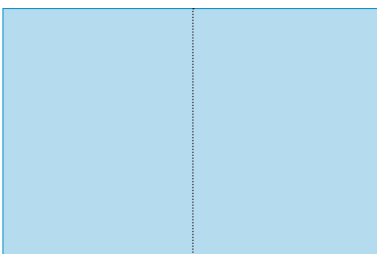
1/2 vertical
4.075W x 10T"
Bleed: unavailable



2/3 vertical
5.45W" x 10T"
Bleed: unavailable



Full Page
Non-bleed: 8.25W" x 10T"
Bleed: 9.25" x 11.125"



2 Page Spread
Non-bleed: 16.50W" x 10T"
Bleed: 18.75" x 11.125"

IMPORTANT: Bleeds ads keep live matter 0.25" from trim edges

2-page Spread Ads: Need to allow .5" in center for gutter space

SCHEDULE AND DEADLINES

Spring

AD SUBMISSION:

March 1

ONLINE & ON THE STREET:

April 10

Summer

AD SUBMISSION:

June 1

ONLINE & ON THE STREET:

July 1

Fall

AD SUBMISSION

September 1

ONLINE & ON THE STREET:

October 10

Winter

AD SUBMISSION:

December 1

ONLINE & ON THE STREET:

January 10

DIGITAL SUBMISSION REQUIREMENTS

CAMERA READY ART (CRA) SUBMISSIONS

- FILE FORMAT: PDF /X1-A
- All images must be high-resolution, at least 300 dpi at 100%
- All images and colors must be **CMYK** or grayscale (**No Spot/PMS/RGB/LAB etc. colors**)
- Build document size using listed dimensions.
- **NON-BLEED ADS:** Process PDF **WITHOUT** crop marks.
- **BLEED ADS:** Process PDF **with** crop marks.
Do not "pull bleeds out" when using listed measurements
- **Do NOT use True Type (TT) fonts without converting them to outlines first. It is best to use "Open Typeface Fonts" or "Postscript Fonts"**

PHOTO & LOGO SUBMISSIONS

- Images should be CMYK in a tif, or jpg file format at 300 dpi/ppi
- Logos or other art work should be a vector eps format in cmyk or grayscale. (**No Spot/PMS/RGB/LAB etc. colors**)
- **NOTES:** (72-dpi is not acceptable for any artwork. Do **NOT** submit a screen shot or low-resolution image downloaded from a Website.)
- Microsoft Word format documents are not accepted

CONDITIONS

- We do not accept native application files
- Color Proofs available for a fee and by request only.
- You may submit your own press-quality proof with your ad, this is highly recommended for color sensitive ads.
- Ad content, copyrights, proper grammar and punctuation is the responsibility of the advertiser.
- ROGUE 5 MEDIA reserves the right to refuse placement of any ad for any reason.

EMAIL/MAIL SUBMISSIONS

- Files, not exceeding 15MB can be emailed to your sales rep or to: **becky@rogue5media.com**
Please put your business name and publication name in subject line.
- Color proofs and files on CD may be sent to:
Rogue 5 Media/Attn: SOM • 1574 Coburg Rd. #206 • Eugene, OR 97401
- Questions regarding ad specs: **becky@rogue5media.com or 541.273.1195**