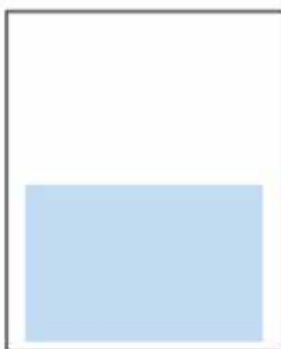


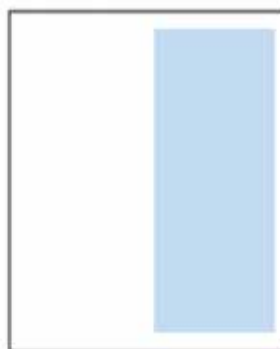
MECHANICAL SPECIFICATIONS



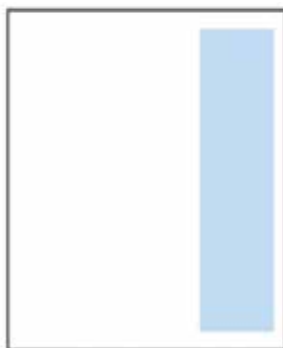
FULL PAGE
TRIM: 9" X 10.875"
BLEED: 9.25" X 11.125"



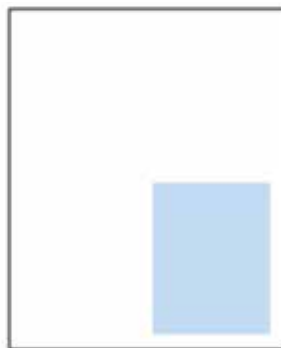
HALF HORIZONTAL
7.75" X 5"



HALF VERTICAL
3.75" X 9.75"



ONE-THIRD VERTICAL
2.375" X 9.75"



QUARTER
3.75" X 4.75"

DIGITAL AND FTP INSTRUCTIONS

Submit digital files created in high-resolution print publishing programs at the proper trim-size with bleed allowances as per ad specifications.

Electronic Files

We are a PDF work flow and prefer high-res, print-ready PDFs.

We also can accept mac source files for:

- InDesign (CS5 or lower)
- Photoshop (CS5 or lower)
- Illustrator (CS5 or lower)

URL: [ftp.9threads.com](ftp://ftp.9threads.com)

User Name: **symphony**

Password: **ads2go**

CONTACT INFORMATION

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New York, NY 10011
(508) 735-4294
laurie.guptill@9threads.com

LATE CHARGES

Should advertising arrive after material deadline, advertisers will be charged for late strip-in costs and all revisions on blue-lines.

PRODUCTION CHARGES

Charges, at commercial rates, will be made to advertiser or agency for all production costs incurred by publisher.

REGULATIONS

All advertising runs at the discretion of the publisher. All position stipulations appearing on orders will be treated as requests. Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume the responsibility for any claims arising therefrom made against the publisher. The publisher is not bound by any advertiser's instructions that are in conflict with the provisions of the rate card.