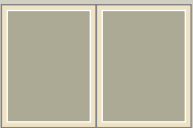

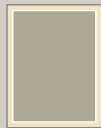

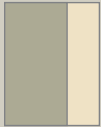
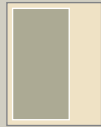


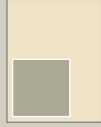
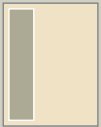




AD SPECS

Ad Dimensions (Magazine trims to 8 3/8" x 10 7/8")

* PLACEMENT ON PAGE MAY VARY.

<p>Two-page spread 15 3/4" x 9 3/4"</p> 	<p>Bleed spread 17 1/4" x 11 1/8"</p> 	<p>Full page (live) 7 1/4" x 9 3/4"</p> 
<p>Full page bleed 8 5/8" x 11 1/8"</p> 	<p>Two-thirds page bleed 5 1/4" x 11 1/8"</p> 	<p>Two-thirds page (live) 4 3/4" x 9 3/4"</p> 
<p>Half-page horizontal 7 1/4" x 4 3/4"</p> 	<p>Half-page island 4 3/4" x 7 1/4"</p> 	<p>One-third page square 4 3/4" x 4 3/4"</p> 
<p>One-third page vertical 2 1/4" x 9 3/4"</p> 	<p>Quarter page 3 1/2" x 4 3/4"</p> 	<p>One-sixth page (horiz. or vert.) 2 1/4" x 4 3/4"</p> 

PRODUCTION RATES

Black Plus 1 or 2 Colors: B&W rate plus \$175 per color.

Fifth Color/PMS ink charge: \$500.

Production Charges: Production costs including layout, design, photo scans and alterations will be billed separately. The advertiser will be responsible for any additional charges resulting from changes, corrections or revisions made by the advertiser after approving the ad.

Special Positioning and Bleed Charges: Add 10% to applicable frequency rate.

Agency Discount: A 15% discount will be allowed to recognized advertising agencies furnishing print-ready digital files.

Payment Terms: Half of the first insertion is due with signed contract if the advertiser is a new account to Network Communications Inc.

MECHANICAL REQUIREMENTS**PUBLICATION SPECS:**

- Magazine trims to 8 3/8" x 10 7/8".
- Bleed size is 8 5/8" x 11 1/8".
- Keep live matter 3/8" from all sides that bleed; 1/4" from trim.
- Perfect alignment of type or design across gutter of two facing pages cannot be guaranteed.
- Allow 3/16" safety at gutter of spreads.
- Publisher reserves the right to charge for all costs incurred in preparing the material submitted that does not meet mechanical specifications.

AD SUBMISSION GUIDELINES**IMAGES****Slides and Transparencies**

- * High quality photography must be labeled and supplied in protective sleeve. 4" minimum preferred.

Digital

- * Digital images must be high quality, 300dpi, placed at 100%, CMYK or Grayscale.
- * RGB images must not be used.
- * Photos from the web are 72dpi and poor quality for reproduction.
- * Bitmap line art must be 1200dpi.
- * Total dot-density should be 300% in four colors in the darkest shadow areas.
Suggested: Cyan-76, Magenta-68, Yellow-68 and Black-88.

AD SPECIFICATIONS: visit ncitools.com for help

Formats

- * The preferred format is PDF/X-1 or PDF/X-1a at 300dpi, all logos, images and fonts embedded, composite CMYK with any layers and transparencies flattened.
- * Quark, Photoshop, Illustrator and InDesign files may be submitted. Support files for logos, images and fonts must be included. A laser proof must be supplied to verify file content.
- * Only Macintosh file formats and fonts are used.
- * Do not use "menu styles" for fonts.
- * CMYK color breakdowns with Spot colors turned off.
- * Photoshop files with type should be flattened to turn text into graphics and save as an EPS.
- * Illustrator files - use create outlines to turn text into graphics and save as an EPS.
- * Output is 175lpi and 2400dpi.

Color Proof

- * If color is critical, a SWOP certified color accurate proof can be submitted. The proof is subject to evaluation.

File transfer

- * Files can be submitted via CD, DVD, email, ftp.
- * Create a folder named with your business name.
- * Create a Word document with the advertiser's name, contact name, phone number and email address with a list of the file names being submitted and save in this folder.
- * Place all files in this folder.
- * Stuff or Zip the folder before submitting.

Notes

- * We will make an attempt to recognize inaccurate files submitted by an agency, but are not responsible for printed material from faulty artwork.
- * Image scanning, Design Services, editing/corrections, late file submission are chargeable.
- * Materials are stored for a period of time. If we are not notified to return the materials, they will be destroyed.