

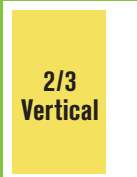






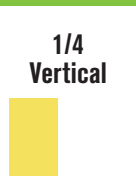



# ASSEMBLY

## Ad Specifications

### Advertising Unit Sizes (inches)

Pages are two columns of 3 5/16" or three columns of 2 3/16".

 <p>Spread</p> <p>15" x 10"</p>		 <p>Full</p> <p>7" x 10"</p>
 <p>2/3 Vertical</p> <p>4.563" x 9.75"</p>	 <p>1/2 Vertical</p> <p>3.375" x 9.75"</p>	 <p>1/2 Horizontal</p> <p>7" x 4.75"</p>
 <p>1/2 Island</p> <p>4.563" x 7.375"</p>	 <p>1/3 Vertical</p> <p>2.188" x 9.75"</p>	 <p>1/3 Horizontal</p> <p>7" x 3"</p>
 <p>1/3 Square</p> <p>4.563" x 4.75"</p>	 <p>1/4 Vertical</p> <p>3.375" x 4.75"</p>	 <p>1/4 Horizontal</p> <p>7" x 2.25"</p>

#### Bleed and Insert Sizes:

Full page bleed size... 8.125" x 10.75"  
 Spread bleed ..... 16.25" x 10.75"  
 Full page insert ..... 8.125" x 10.75"  
 Spread insert size ..... 16.25" x 10.75"

#### Printing Specifications

Binding: Perfect bound  
 Printing: Heat-set web-fed offset  
 Paper: 80 lb. cover, 45 lb. text  
 Screen: 150 line screen recommended for all color negatives

#### Digital Ad Requirements

**Platforms:** Macintosh preferred. (IBM-compatible accepted, fonts will be replaced by Mac versions)

**Preferred File formats:** InDesign CS3 or earlier, Quark 6.5 or earlier, Photoshop and Illustrator CS2 or earlier, files accepted, PDF's are accepted, but must contain high resolution images and be font embedded. Please visit [www.bnpmmedia.com/digitalspecs](http://www.bnpmmedia.com/digitalspecs) for correct distiller settings.

**Photos:** 300 dpi saved as TIFF or EPS. Color images must be CMYK. Do not compress graphics using JPEG or LZW.

**Colors:** All colors used should be CMYK, unless a spot color has been purchased.

**Electronic Submission:** CDs are accepted. Upload files to ASSEMBLY's **FTP site at** <http://upload.bnpmmedia.com>. All artwork (photography, logos, clipart, etc.) and all fonts (both printer and screen fonts, Postscript Type 1 fonts recommended) must be included.

A screened contract quality proof created from the final electronic file must be submitted with each color ad. Kodak Approval proofs preferred. Iris or other SWOP Standard proofs accepted. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser printout for B&W ads.

**Ad size:** Crop marks for full page ads should be a trim size [7 7/8" x 10 1/2"]. Bleed ads should extend beyond trim crop marks by 1/8" on each side. Vital matter must be kept at least 1/4" away from trim edges. Fractional ads should match sizes published in media kit.

#### Payment Terms

Invoices are payable in U.S. Funds only, net 30 days. 1-1/2% per month service charge thereafter (1/2% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees.

### SEND YOUR AD MATERIALS TO:

Lisa Webb at 57283 Silver Maple Dr., Washington, MI 48094  
[webbl@bnpmmedia.com](mailto:webbl@bnpmmedia.com) • (586) 677-9805