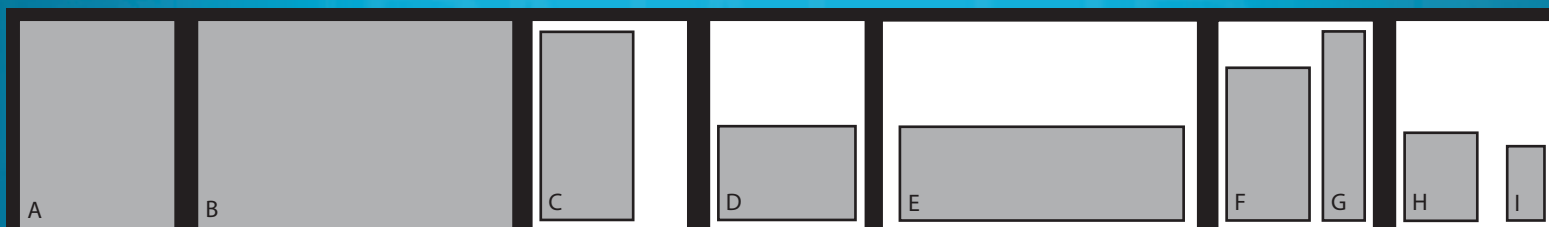


MECHANICAL REQUIREMENTS

- a. Printing: Web offset. SWOP standards apply.
- b. Publication trim size: 7 7/8" x 10 1/2"
- c. Binding method: Saddle stitched. Exceptions are January, February 15, June 1, September 1, December, Reference Announcements, and Gold Book which are perfect bound.
- d. Standard unit size in inches (see chart at right):
Keep live matter 1/4" or more from head and foot trims. Allow 3/8" safety from gutter and face trims for all live matter. Spreads in perfect bound issues must include a 3/8" gutter safety on each page from type to trim (January, February 15, June 1, September 1, December, Reference Announcements, and Gold Book).
- e. Inserts, Tip-Ins, Gatefolds and Aqueous Cover Coating where applicable: Please consult production department for specifications and production charges.

	SIZE (w x d)	NON-BLEED	BLEED	TRIM
A	FULL PAGE	7" X 9 3/4"	8 1/8" X 10 3/4"	7 7/8" X 10 1/2"
B	DOUBLE PAGE	15" X 9 3/4"	16" X 10 3/4"	15 3/4" X 10 1/2"
C	2/3-PAGE VERTICAL	4 7/16" X 9 3/4"	N/A	N/A
D	1/2-PAGE HORIZONTAL	6 3/4" X 4 3/4"	8 1/8" X 5 1/2"	7 7/8" X 5 3/8"
E	1/2-PAGE SPREAD	15" X 4 3/4"	16" X 5 1/2"	15 7/8" X 5 3/8"
F	1/2-PAGE ISLAND	4 7/16" X 7 1/4"	N/A	N/A
G	1/3-PAGE VERTICAL	2 1/8" X 9 3/4"	2 7/8" X 10 3/4"	2 5/8" X 10 1/2"
H	1/3-PAGE SQUARE	4 7/16" X 4 3/4"	5 1/8" X 5 1/2"	5" X 5 1/8"
I	1/6-PAGE VERTICAL	2 1/8" X 4 3/4"	N/A	N/A



DIGITAL ADVERTISING SPECIFICATIONS

PDFX1/A recommended. File dropoff location: www.ads4reed.com.

Note: Our publication prints at 133-line screen. This means that resolution for artwork is to be 300 dpi at 100%.

MAILING INSTRUCTIONS

Advertising materials can be forwarded to:

Reed Business Production Department
 360 Park Avenue South
 New York, NY 10010
 Attn: Nina Quintana, Production Manager
 Tel: 646-746-6454, Fax: 646-746-7492
nquintana@reedbusiness.com

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