

MECHANICAL SPECIFICATIONS

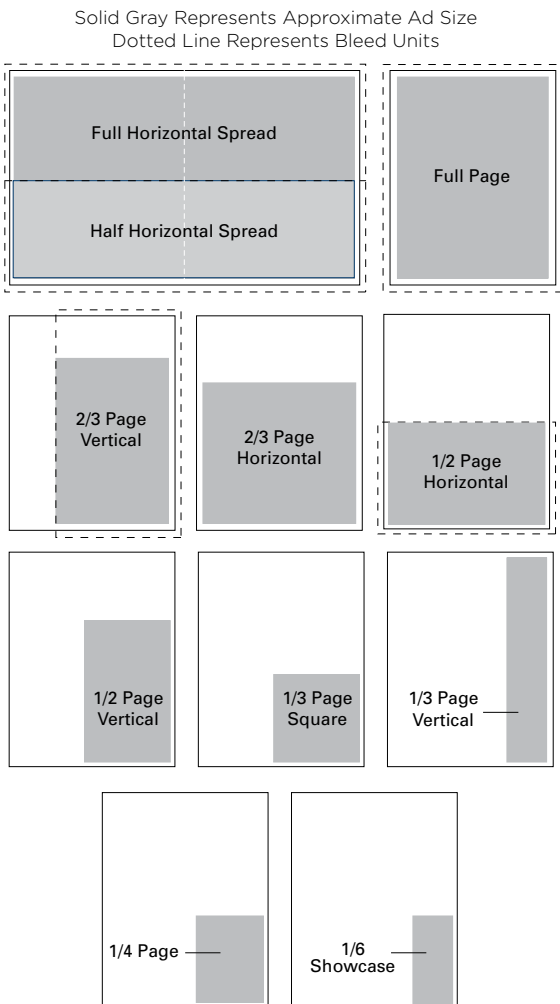
Magazine Trim Size: 8.125" x 10.875" (inches)

Magazine Bleed Size: 8.625" x 11.375" (inches)

There is a .25" bleed on all sides of the page.

Live Area: Keep all important text and images at least 0.5" (inches) away from the trim on all sides.

Rich Black: C=60, M=30, Y=30, K=100.



NON BLEED UNITS IN INCHES	WIDTH	HEIGHT
Spread (2 pages)	15.250	9.875
1/2 Page Horizontal Spread	15.250	4.875
Full Page	7.125	9.875
2/3 Page Horizontal	7.125	5.750
2/3 Page Vertical	4.690	8.600
1/2 Page Vertical	4.690	7.500
1/2 Page Horizontal	7.125	4.875
1/3 Page Vertical	2.250	8.600
1/3 Page Square	4.700	4.700
1/4 Page	3.600	4.300
Showcase (1/6 Page)	2.125	4.250
Classified	2.125	1, 2, 3
Target Charts Full Ad	2.24	4.19
Target Charts Half Ad	2.24	2.69
Product Center	3.50	2.30
1/2 Page Buyers Guide Ad (Horizontal Only)	7.125	4.87
1/4 Page Buyers Guide Ad (Vertical Only)	3.60	4.30

BLEED UNITS IN INCHES*	WIDTH	HEIGHT
Spread (2 Pages)	16.750	11.375
Full Page	8.625	11.375
2/3 Page Vertical**	5.400	11.375
1/2 Page Horizontal***	8.625	5.657
1/2 Page Horizontal Spread***	16.750	5.657

*ALL units have a .25" bleed incorporated in the measurement
**Units shown include an added .25" bleed to ONE side, top and bottom
*** Units include an added .25" bleed to TWO sides and bottom

WEB SPECIFICATION: JPEG or GIF Format at 72 dpi

- Super Leaderboard**970x90 pixels, Max 40K
- Wide Skyscraper**.....160x600 pixels, Max 40K
- Banner**.....468x60 pixels, Max 15K
- Big Box Unit**.....300x250 pixels, Max 30K
- Button**.....120x60 or 120x100 pixels, Max 4K
- Buyers Guide Logo**.....125x125 pixels, Max 4K

Note: Maximum run time for Flash or video is 15 seconds.

SITE CHANNEL SPECIFICATIONS

- Company Logo for Navigation Bar**.....180x45 pixels
- Big Box Unit**.....300x250 pixels

DIGITAL EDITION SPONSORSHIP SPECIFICATIONS

- Company Logo**.....Max height .75"
.....Max width 1.75" at 300 dpi
- Newsletter Banner**.....468x60 pixels, Max 15K

UPLOAD FILES TO: ftp://rcppubs.com | **Username:** f230730.rockport **Password:** RCP-publications

OF NOTE:

- The username and password are both case-sensitive. Please include the name of the company in the file name, so the file is easily identified.
- Copy and paste images into the "Incoming Files" folder, then the "DPS" folder.
- Please make sure files are 300 dpi or higher.
- If you are using a MAC, you will need Fetch software for the site to work properly. If you do not have the proper software, you can download a trial version of Fetch at: <http://fetchsoftworks.com/>

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