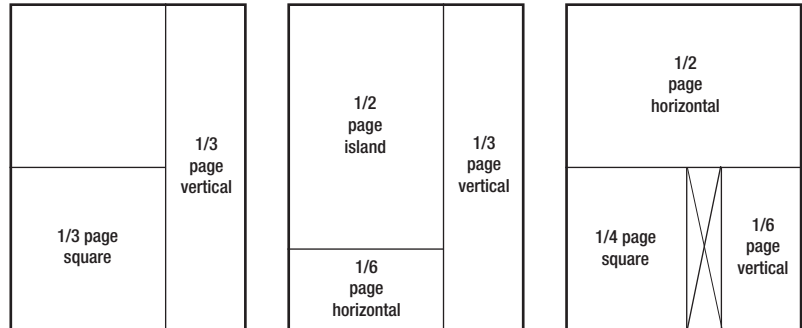


ADVERTISING SPECIFICATIONS



Ad Size	Width x Height
Full page bleed	8.75" x 11.25"
Full page live area	8" x 10.5"
1/2 page horizontal	7.5" x 4.875"
1/2 page island	4.75" x 7.5"
1/3 page vertical	2.375" x 10"
1/3 page square	4.75" x 4.875"
1/4 page square	3.625" x 4.875"
1/6 page vertical	2.375" x 4.875"
1/6 page horizontal	4.75" x 2.25"



- ❖ Printed: Sheetfed
- ❖ Binding: Saddle Stitch
- ❖ Trim Size: 8.5 x 11
- ❖ Bleed Allowance: .125" on all edges
- ❖ Safety Area: .25"
- ❖ Dot Gain on Press: 17 - 23%
- ❖ Rotation of Colors: SWOP (Black, Cyan, Magenta, Yellow)

DIGITAL AD SPECIFICATIONS

Women-CONNECT can accept digital ads from both Macintosh and Windows platforms. Before submission, please confirm that your application and media are listed below.

File Type: (Listed in Order of Preference)

Preferred
 PDF/X-1a
 Illustrator EPS
 PhotoShop EPS

Accepted
 QuarkXPress 5.0 or higher
 InDesign CS1 or higher

For advertisements prepared in QuarkXPress and InDesign, place the page layout document and all images in one folder. Collect all the fonts, both screen and printer, used in the document and place them in a folder labeled "fonts" inside the document folder. It's critical that you supply all fonts used, even such common ones as Times and Helvetica. Different versions of fonts with the same name from the same foundry may have different metrics or kerning pairs, and these differences can cause type to reflow. We will use your fonts exclusively for your ad.

MEDIA

Files can be sent on CD, e-mail or by www.yousendit.com.

Send Ad Materials to:

Orison Publishers, Inc.
 Women CONNECT Production
 3607 Rosemont Ave., Suite 405
 Camp Hill, PA 17011
 717-731-1405 • Fax 717-427-1525

E-Mail (2 meg and under)
ads@women-connect.com

FTP (over 2 meg):
www.yousendit.com (*Sign up for a free account. Upload your file from your web browser. No special software needed. Enter ads@women-connect.com to send your ad.*)

Production Charges will apply if ad does not meet our specifications. Materials are destroyed 12 months after publication.

PROOFS

A content proof should be submitted with every ad. All proofs should be at 100%. Proofs of full page ads should include registration marks.

For color ads a properly calibrated, SWOP-certified proof with color bar should be included for guidance on press.

FONTS

We can only accept PostScript Type 1 fonts. If TrueType fonts are used, they must be converted to outlines in Illustrator or a similar program, or embedded within a PDF. Type must not have styles (bold, italic, etc) applied in the page layout program. The actual (bold or italic) font must be selected.

DOCUMENT SETUP

For full page ads, your document page size should match the magazine page size. Trim marks with 1/8" offset. Bleeds should extend 1/8" beyond trim. Maximum one ad per document.

IMAGES

Photographic: Should be saved in TIFF or EPS format, not JPEG, and must not contain extra channels. The color space should be CMYK or Grayscale. Do not place CMYK images in black & white ads. The maximum ink coverage (C+Y+M+K), not to exceed 290%. The resolution of images should be between 250 and 400 dpi. Images should not contain embedded transfer functions or halftone screens. Do not use ICC profiles or other color management.

Linework:
 Should be saved as a bitmap TIFF. Should have an effective resolution of 1200 to 2400 dpi.

Vector (EPS logos, etc):
 Images must be embedded, not linked. Fonts must be converted to outline (preferred) or embedded within the EPS. Do not place EPS files inside of EPS files.

Colors:
 No RGB or Pantone. Must be CMYK. Ink coverage not to exceed 290%.