

ADVERTISING SPECIFICATIONS

Effective 09/01/08

Mechanical Requirements:

Finished Publication Size:	8-1/8" x 10-3/4"
Full Page Trim Size:	8-1/8" x 10-3/4"
Full Page Size with Bleed Area:	8-3/8" x 11"
2-Page Spread Trim Size:	16-1/4" x 10-3/4"
2-Page Spread Size with Bleed Area:	16-1/2" x 11"

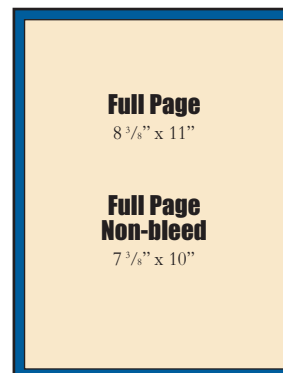
- Live area must be at least 3/8" in from trim on all sides.
- Bleeds must be at least 1/8" out from trim on all sides.
- Printing process: Heat-Set Web
- Binding: Perfect Bound

Digital Ad Requirements:

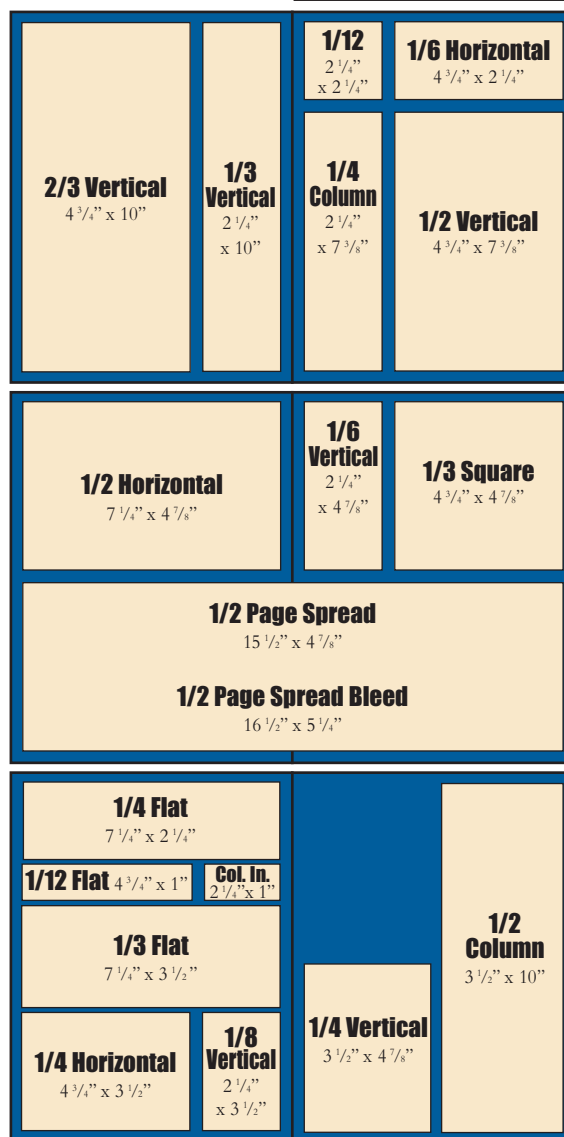
Ads must be sent in digital format subject to the guidelines on this page, and the Ad Materials deadlines provided. Zebra Publishing will not be responsible for any errors if said guidelines and/or deadlines are not met. Digital ads which do not conform to these specifications will incur additional charges to cover the design time and effort required to make format corrections. Design and production charges will be billed at \$100 per hour, with a minimum half-hour charge of \$50.

- All ads must be received as PDF documents. PDF files must adhere to webpress printing standards. PDFs should be created for 150 line-screen (300 DPI), contain only CMYK images and colors, have all fonts embedded and include bleeds and crop marks based on our size specs.
- While we MAY be able to accept ads in other formats and/or created on other software programs and/or other operating systems, exact digital and/or color conversion cannot be guaranteed, and additional charges will be incurred.
- Any ad received as hard copy only (i.e. film negative, color proof, laser copy, fax, etc.) will incur additional costs if Zebra Publishing can convert it to digital format. If converted, Zebra Publishing will not be responsible for reproduction inaccuracies when provided with only a hard copy.
- Ad sizes and bleeds must fit the specifications provided. Zebra Publishing cannot guarantee exact display size and/or cropping if the required sizes are not provided.
- Files can be sent on CD/DVD, via email (production@zebrapub.com) or by using our FTP site (please call your sales rep for specific upload information).
- All digital ads must be accompanied by a hard copy proof. For color ads, printer-approved color proofs are required. If sending files electronically via email or FTP, you must still provide a separate hard copy proof.

Although Zebra Publishing will work diligently to correct your ads, if not in accordance with the guidelines or deadlines provided, Zebra Publishing is not responsible for any errors or discrepancies. Additional charges for any corrections must be added to your invoice as noted above. If you have any other questions on submitting digital ads, please call our production department at (877) 499-9988, extension 16.



Dimensions listed are Width x Height



Advertising Terms and Conditions, effective 09/01/08, apply in accordance with *Inside Archery* Rate Card No. 12, *Bowhunt America* Rate Card No. 7, and *ATA Show Guide* Rate Card No. 9. Rate Cards effective with 2009 issues. See our website at www.zebrapub.com for details.

FOR MORE INFORMATION, PLEASE CALL TOLL-FREE: 877-499-9988 OR VISIT OUR WEBSITE

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