



Quarterly

1/2 page vertical
3.5"x 9 7/8"

1/4 page vertical
3.5"x 4 7/8"

Full Page: 7 1/4" x 9 7/8"

PRINT READY AD ART:

We can accept your Mac Quark Xpress ad-build with all support files and fonts included (sorry; we cannot accept a PC Quark file due to font conflicts). We can also take your Photoshop .psd, TIFF or EPS files; or Illustrator and Freehand EPS files. Containing photos or grayscale art: 200 dpi/100 line screen. (Cover ads must be 300 dpi/150 dpi.) B&W Line-art and text only: 600dpi preferred; 300 minimum.

(Jpegs are of inferior quality by their nature. We want your ad to look its best: try not to send jpegs, but if you must, it should be built to these minimum resolution specs and not 72 dpi.)

1/2 page horizontal 7 1/4" x 4 7/8"