

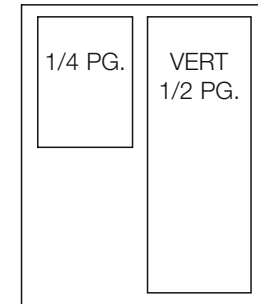
Gentry Magazine Specs

GENERAL ADVERTISER GUIDELINES

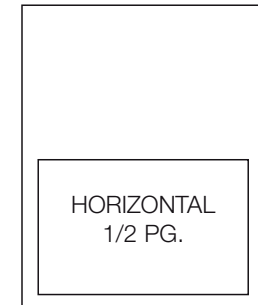
- Deadlines:** See "Rates & Closing Dates" sheet. Advertisers submitting materials past deadline may be subject to a \$50 late charge plus applicable production/blueline charges.
- Digital Files:** Electronic files may be submitted electronically (Email if under 8MBs, or over FTP for larger files) or via CD/DVD, and **QuarkXPress for Macintosh, Adobe Illustrator, or Adobe Photoshop** with all component files (EPS/TIF images, logos, filters, XTensions and/or PostScript™ fonts) required for output. **Press-Quality PDFs** are acceptable assuming they meet all size, bleed, and resolution requirements. **Please note: ANY PDFs containing transparency effects MUST be saved in PDF X-1A format, otherwise the file may not print properly. Gentry Magazine will not be responsible for files that are not saved in the proper format.** Images must be saved in **CMYK**, grayscale or bitmap format, and maintain a **minimum resolution** of at least **266dpi** at final output size. **All RGB images and Pantone Colors will be converted to CMYK.** Digital files without color proof generated from actual file submitted will be printed according to SWOP specifications.
Important Policy Note: Supplied media (ie: CD/DVDs) will be returned only upon request.
- Supplemental production:** Any scanning, image placement, revisions, etc., are subject to standard production charges.
- Materials:** Returned at written request, otherwise held six months, then subject to disposal.

MECHANICAL SPECIFICATIONS

Ad Size	Wide	Tall
Double spread	16.75"	10.875"
Full page (trim size)	8.375"	10.875"
Live area	7.875"	10.375"
Add 1/8" for bleed		
1/2 Horizontal	7.875"	5.062"
1/2 Vertical	3.812"	10.375"
1/4 Page	3.812"	5.062"



FULL PAGE



Note: Fractional ads do not bleed

MATERIALS & COMMUNICATIONS

Ship materials to:

18 Media Inc. / Attention: Lisa Lemus
873 Santa Cruz Avenue, Suite 206, Menlo Park, CA 94025

Email materials to:

lisal@18media.com

Direct production questions to:

Mike Kanemura
T 650.324.1818 x206
mikek@18media.com

PRODUCTION COSTS

Production costs are not included in space rates. It is difficult to project production costs exactly. The following represents a guideline. Your final charge may be higher or lower. **ADDITIONAL CHARGES MAY BE INCURRED FOR REVISIONS MADE FOLLOWING MATERIAL DEADLINE.**

1 Complete Ad Design and Production/4 color:

Full page: \$395 1/2 page: \$295 1/4 page: \$195

2 Press-Quality Color Proofs: \$50 each

3 Additional Creative Services:

Design: \$50 per hour (min. 1 hour) Production: \$50 per hour (min. 1 hour)