

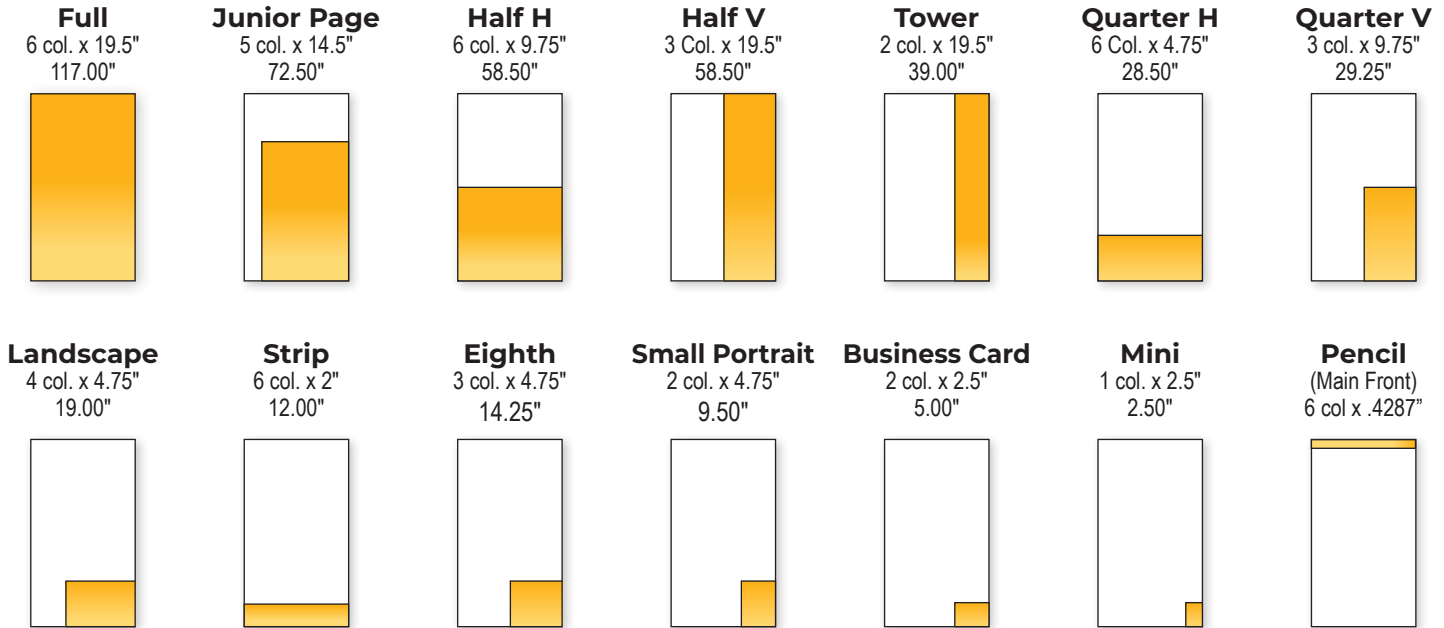
PRINT AD SPECS



RETAIL AD SIZES (6 COLUMN)

43 INCH PRESS SIZE

Column x Inches = Image Area

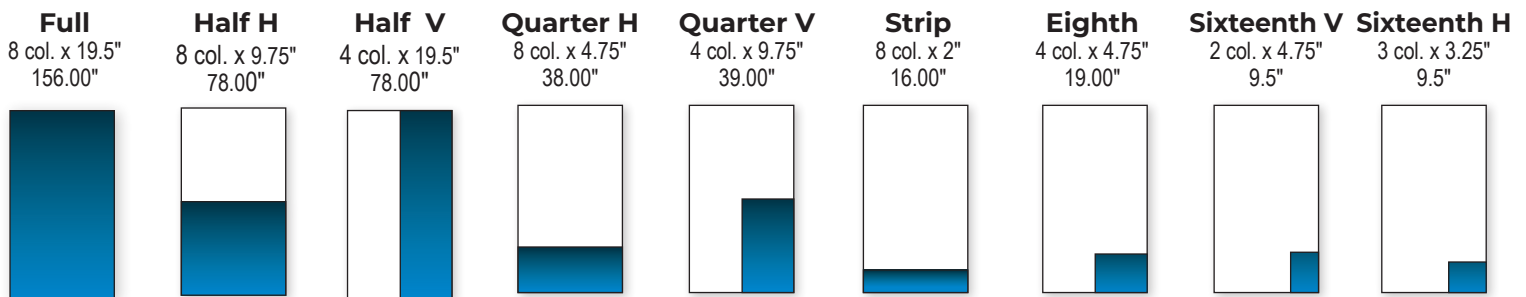


COLUMN WIDTHS:

1 Column = 1.562"	3 Column = 4.886"	5 Column = 8.210"
2 Column = 3.224"	4 Column = 6.548"	6 Column = 9.872"

Double Truck 20.628" Wide

CLASSIFIED AD SIZES (8 COLUMN)



COLUMN WIDTHS:

1 Column = 1.198"	3 Column = 3.676"	5 Column = 6.154"	7 Column = 8.632"
2 Column = 2.437"	4 Column = 4.915"	6 Column = 7.393"	8 Column = 9.871"

NOTES

- PDF file format preferred, also accept EPS (embed or outline fonts)
- File profile and all imagery set to CMYK process colors
- Ad size exactly matches the size noted above
- No crop marks
- DPI: 150 min, 200-300 preferred

PRE-PRINT INSERTS



DEADLINES AND INSTRUCTIONS

A minimum of 2% spoilage is required for all materials that meet preprint specifications.

Preprints that fail to meet the standard weight and size specifications as stated above (or include a wrap or blow-ins) may:

- Require additional waste allowance to ensure full delivery
- Receive less than scheduled distribution because of waste
- Require extra handling, the cost of which will be billed to the advertiser
- SPECIAL REQUIREMENTS FOR NON-STANDARD INSERTS: envelopes, sample packets, coupon packets, perforated cards, self-sealing envelopes, etc.

» A minimum of 200 samples must be submitted for testing at least six weeks prior to distribution date. Prompt notice of acceptance or rejection will be made.

RESERVATION DEADLINES

Reservations must be received at least three weeks prior to insertion date.

PREPRINT DELIVERY INSTRUCTIONS

1. Each skid must be labeled with the following information:
 - Advertiser
 - Distribution date
 - Skid number/Total number of skids
 - Number of inserts per skid
 - Total number of inserts for distribution
 - Publication name on each skid
 - Bulk shipments will not be accepted
2. Bill of Lading information must include:
 - Advertiser
 - Distribution date
 - Total number of inserts
 - Total number of skids in shipment
3. Packing requirements:
 - Skids should be a maximum of 60 inches and skid tops should match but not exceed the size of the skid.
 - Tops should protect skid contents against damage. Inserts should never extend beyond any edge of the skid.
 - Preprints must be well jogged, brick-stacked with folded edge evenly aligned vertically 6 to 8 inches to a turn, two turns to a stack.
 - Underlayments should be used every 18 inches and on the bottom and top of each skid.
 - Preprints delivered in boxes should be securely strapped to a skid.
4. Damaged Shipments & Preprints:
 - Photos are taken upon arrival of visible damage and sent to responsible parties.
 - We cannot be held responsible if the damage is inside of the skid and not visible until insertion causing shortages.
 - Contacts will be notified as soon as possible.
5. Daily and/or Sunday inserts must be delivered no later than 10 days prior to the distribution date.
6. Inserts should be sent to:
Walker Print Facility
3100 Walker Ridge Drive NW
Walker, MI 49544
7. Delivery times:
Monday - Friday, 8:00 am - 4:00 pm (EST)