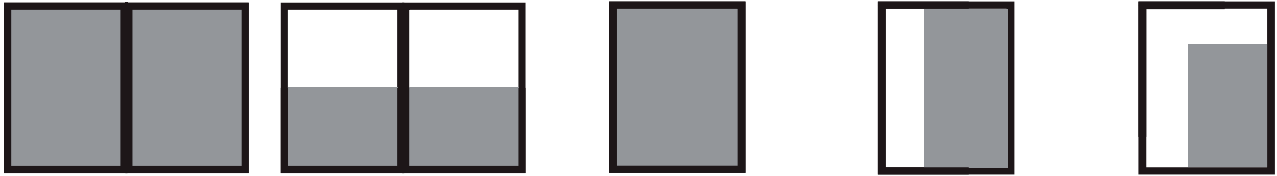


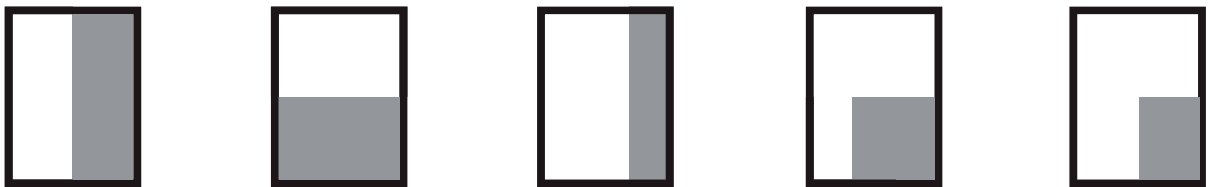
Advertising Mechanical Specifications

Trim Size: 8.625" x 10.875"

- All bleed ads, keep live material .375" away from trim



	2 Page Spread	2 Page 1/2 Horiz.	Full Page	2/3 Page	1/2 Island
AD SIZE:	16" x 10.25"	16" x 4.875"	8" x 10.25"	4.625" x 10.25"	4.625" x 7.1875"
TRIM:	17.25" x 10.875"	17.25" x 5.5"	8.625" x 10.875"	5.1875" x 10.875"	--
BLEED:	17.5" x 11.125"	17.5" x 5.625"	8.875" x 11.125"	5.3125" x 11.125"	--



	1/2 Vert.	1/2 Horiz.	1/3 Vert.	1/3 Square	1/4 Page
AD SIZE:	3.75" x 10.25"	8" x 4.875"	2.25" x 10.25"	4.625" x 4.875"	3.75" x 4.875"
TRIM:	4.3125" x 10.875"	8.625" x 5.5"	2.8125" x 10.875"	--	--
BLEED:	4.4375" x 11.125"	8.875" x 5.625"	2.9375" x 11.125"	--	--

E-Mailing Files

Self-extracting files of 10MB or less can be e-mailed to pmyads@aimmedia.com. All emailed ads must be labeled with publication name, the month that the ad will appear, and the advertiser name. Files over 10MB should be uploaded to the FTP site (instructions below).

FTP SUBMISSIONS

The site can only be accessed with an FTP client like Fetch, Filezilla, etc. Browsers do not work. We suggest the free FTP client—FileZilla. When uploading files, please send an email notification to both your sales contact and pmyads@aimmedia.com.

HOST: sftp.aimmedia.com

PORT: 22999

USER: pmy_ads

PASSWORD: powermy_gq2

Place materials in the "Ads" folder

Resolution/Density

Halftone resolution - 266dpi minimum

Maximum ink density should not exceed 300%