



The Streets of Mansfield

Advertising Guidelines

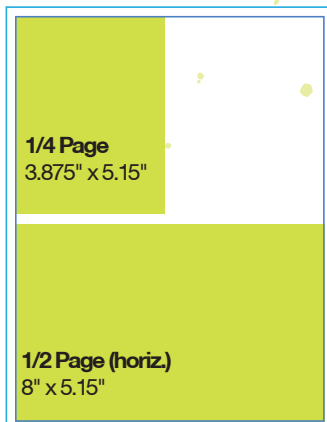
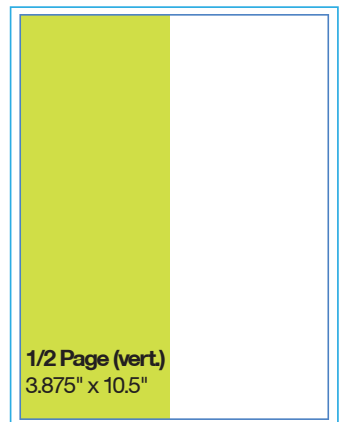
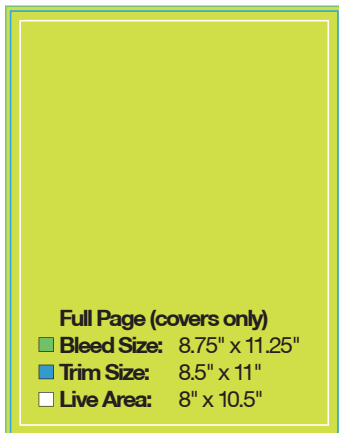
AD SUBMISSION DEADLINES:

September 2, 2011 (later with permission)*

* Ads requiring design or proof are due one week earlier than space deadline (August 26, 2011).

PLACEMENT SIZES

	Width	Height
Full-Page Cover (Bleed)	8.75"	11.25"
Full-Page Cover (Trim Size)	8.5"	11"
Full-Page Cover (Live Area)	8"	10.5"
Full-Page Interior	8"	10.5"
1/2 Horizontal	8"	5.15"
1/2 Vertical	3.875"	10.5"
1/4 Vertical	3.875"	5.15"



ELECTRONIC REQUIREMENTS

Camera ready materials must be no less than 300 dpi at 100% of placement size. ONLY press quality saved .pdf files, .tiff, .eps, .psd, or .ai files are accepted. PDF files are preferred. Materials must use CMYK color. No RGB, Pantone, or PMS colors are accepted. Failure to provide files as required can cause unpredictable output results. If we are designing your ad all provided art files must be no less than 300 dpi at 100% of placement size. Vector artwork is preferred. Electronic files may be Emailed with no more than 10 MB per Email or uploaded to our FTP site. You may also send electronic materials via postal mail. ALL ADDRESSES ARE LISTED BELOW.

- We request submission of color-accurate proofs with all ad materials (for electronic submissions, send jpg proof).
- We can assume no liability for omissions, misprints or font defaults.
- All ad materials are non-returnable unless specified in advance.
- Ads that require design or proof are due one week earlier than space deadline.
- Design services are available for a nominal charge (\$50/hour, 2 hour max, in 15 minute increments).

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