

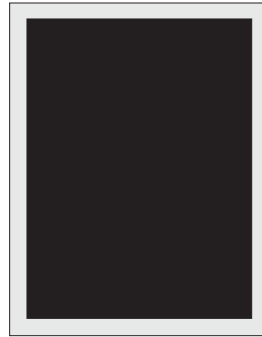
MAGAZINE SPECS

1. Magazine trim size is 8-3/8" x 10-7/8."
2. Magazine is printed at 133-lpi.

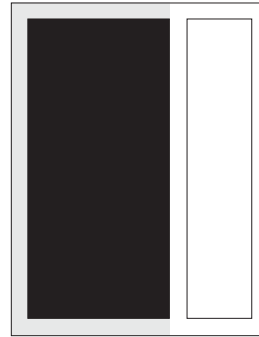
AD PREPARATION SPECS

1. Full-color is preferred for all ads (no additional charge).
2. Ads can be created using Adobe Pagemaker, Quark XPress, Adobe Photoshop, Adobe Illustrator, Corel Draw, or Macromedia Freehand. **Please DO NOT create ads in Microsoft Word, WordPerfect, or any other word processing program.**
3. Ads **MUST BE PROVIDED** as high-resolution PDF files using the default PRESS job options in Adobe Acrobat Distiller. Using Distiller's COMPATIBILITY tab, set the FILE OPTIONS to "Acrobat 4.0 (PDF 1.3)." The PDF file can be sent via e-mail to jeff.riemersma@studentleader.com. If the file attachment size surpasses what is allowable with your outgoing e-mail system, include it with the other materials in item 4 below.
4. **IN ADDITION TO** the PDF file, all original source files, graphics and fonts must be provided. These can be sent to our shipping address below, on CD or 100MB Zip disk.
5. A color paper proof (inkjet, laserjet, etc.) must also be provided.
6. Please see our "How to Provide Advertising Materials" sheet for more detailed information.

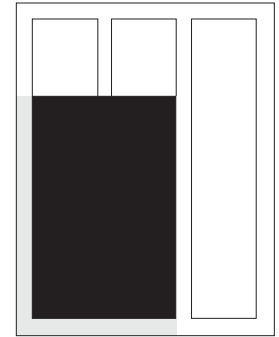
Advertisement Sizes Available



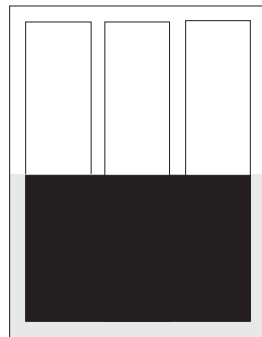
FULL PAGE AD
7-1/2" X 10"
(45 picas X 60 picas)
Bleed: 8-5/8" X 11-1/4"



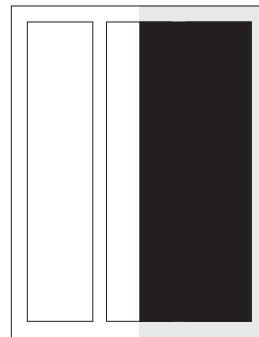
2/3 PAGE AD
4-7/8" X 10"
(29-1/2 picas X 60 picas)
Bleed: 5-1/2" X 11-1/4"



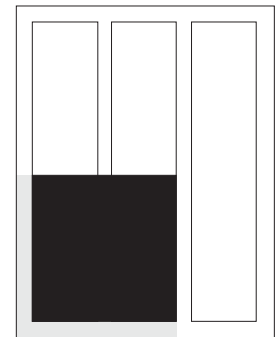
1/2 PAGE AD
4-7/8" X 7-3/8"
(29-1/2 picas X 44 picas)
Bleed: 5-1/2" X 8"



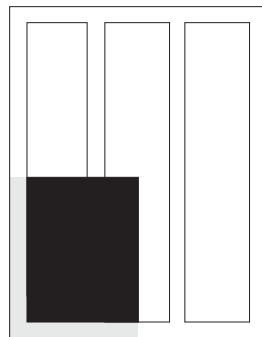
1/2 PAGE AD
7-1/2" X 4-7/8"
(45 picas X 29 picas)
Bleed: 8-5/8" X 5-1/2"



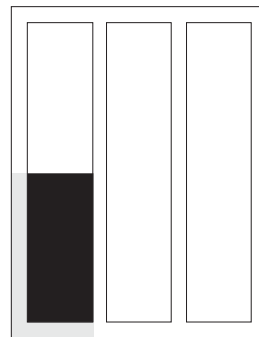
1/2 PAGE AD
3-5/8" X 10"
(21-1/2 picas X 60 picas)
Bleed: 4-1/8" X 11-1/4"



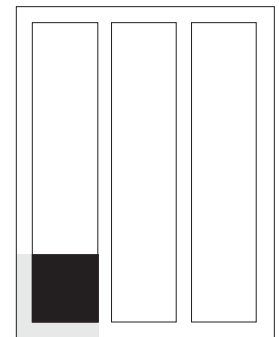
1/3 PAGE AD
4-7/8" X 4-7/8"
(29-1/2 picas X 29 picas)
Bleed: 5-1/2" X 5-1/2"



1/4 PAGE AD
3-5/8" X 4-7/8"
(21-1/2 picas X 29 picas)
Bleed: 4-1/8" X 5-1/2"



1/6 PAGE AD
2-3/8" X 4-7/8"
(14 picas X 29 picas)
Bleed: 2-7/8" X 5-1/2"



1/12 PAGE AD
2-3/8" X 2-3/8"
(14 picas X 14 picas)
Bleed: 2-7/8" X 3"



Contact: W.H. "Butch" Oxendine, Jr., publisher
Ship To: 412 NW 16th Ave,
Gainesville, FL 32601-4203
Mail To: P.O. Box 14081,
Gainesville, FL 32604-2081
Phone: 352-373-6907
Fax: 352-373-8120
E-Mail: info@studentleader.com
Web: www.studentleader.com
Toll-Free: 1-888-547-6310

If the above specifications are not met, there will be an hourly charge for any work that we have to do in order to provide your advertisement to our printer in the proper format.

HOW TO PROVIDE Advertising MATERIALS

*Please follow
these guidelines
for submitting
advertising materials
to avoid any
additional charges*

1. PDF FILE REQUIRED

We require that you provide a high-resolution PDF file of your finished advertisement. This file needs to be created using the default PRESS job options in Adobe Acrobat Distiller. Using Distiller's COMPATIBILITY tab, set the FILE OPTIONS to "Acrobat 4.0 (PDF 1.3)." The PDF can be e-mailed to Art Director Jeff Riemersma at jeff.riemersma@studentleader.com. If the file attachment size surpasses what is allowable with your outgoing e-mail system, include it with the other materials outlined in item 3 below.

2. SUPPORTED APPLICATIONS

We support files created in the latest versions of these software programs: Adobe Pagemaker, Quark XPress, Adobe Photoshop, Adobe Illustrator, CorelDraw, and Macromedia Freehand. **Please DO NOT create your ad in Microsoft Word, WordPerfect, or any other word processing program.**

3. PROVIDE ADDITIONAL ITEMS

Although we try to utilize your supplied PDF file, sometimes we need to go back to the advertisement's source files. Along with the PDF file, please send the following additional material via USPS, UPS or other carrier:

- a) Include the source file for the advertisement
- b) Include all fonts that are used within the advertisement
- c) Include all linked graphic files, and make certain they are all converted to CMYK
- d) Include a paper color inkjet or color laser proof of the advertisement

4. SUPPORTED MEDIA

Please provide the additional files above on CD-R, CD-RW, or 100MB Iomega Zip disk.

5. SUPPORTED PLATFORMS

We have a PC-based system, so providing files created in our supported applications on the PC platform is strongly encouraged. Anything provided on Mac-formatted media from a Mac-based application will require additional prep time, which increases our production time. If you can only provide files from Mac-based applications, please get your materials to us at least 48 hours earlier than the stated deadline.



Contact: W.H. "Butch" Oxendine, Jr.,
publisher
Ship To: 412 NW 16th Ave,
Gainesville, FL 32601-4203
Mail To: P.O. Box 14081,
Gainesville, FL 32604-2081
Phone: 352-373-6907
Fax: 352-373-8120
E-Mail: info@studentleader.com
Web: www.studentleader.com
Toll-Free: 1-888-547-6310

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