

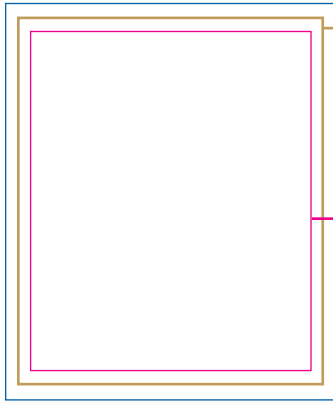


ADVERTISING SPECIFICATIONS

SEND MATERIALS TO:

Kathy Ciccarelli
Custom Publishing Group, Inc.
3920 Conde Street, San Diego, CA 92110
Tel: 619.297-4459 Fax: 619.297.2610
E-mail: kc@custompublishinggroup.com

TERMS: 50% due with signed contract, balance due upon publication.



A. Trim size of publication is 10" x 12". Binding method: perfect bound. To avoid live matter from trimming off, reading matter must not extend beyond .5" from all trims.

Binding method: perfect bound.

- B.** Full page, bleed 10.25" x 12.25"
- Full page, non-bleed 9" x 11"
- Spread, bleed 20.25" x 12.25"
- Spread, non-bleed 19" x 11"

C. Printed web offset. All four-color ads require 175-line screen. Digital materials are preferred. Supply native InDesign CS2®, InDesign CS3®, PDF/X-1 or Press Ready PDF documents. Files need to be the correct page size including bleed and be oriented head up. All fonts must be embedded, all images must be high-resolution (300 dpi or higher) and be in CMYK color space. Ads must be supplied with a 100% of size contract-quality proof (Iris, Kodak Approval, Rainbow, DryJet, FirstProof, or equivalent). Ads will be accepted on CD or DVD. Maximum TAC 300% with no more than one solid. Ink sequence: black, cyan, magenta, yellow.

D. Special positions can be guaranteed at an additional cost.

2010 PUBLICATION SCHEDULE

Issue Date	Issue Close	Materials Close	Distribution Date
January (Winter 2010)	Nov. 2	Nov. 9	Dec. 16
April (Spring 2010)	Feb. 12	Feb. 19	April 1
July (Summer 2010)	May 7	May 14	July 1
October (Fall 2010)	Aug. 13	Aug. 20	Oct. 1

SALES OFFICE

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CANCELLATION POLICY: Any ad can be cancelled at the discretion of the Advertiser on 30 days written notice prior to space closing date. NO COPY CHANGES ACCEPTED AFTER CLOSING DATE.