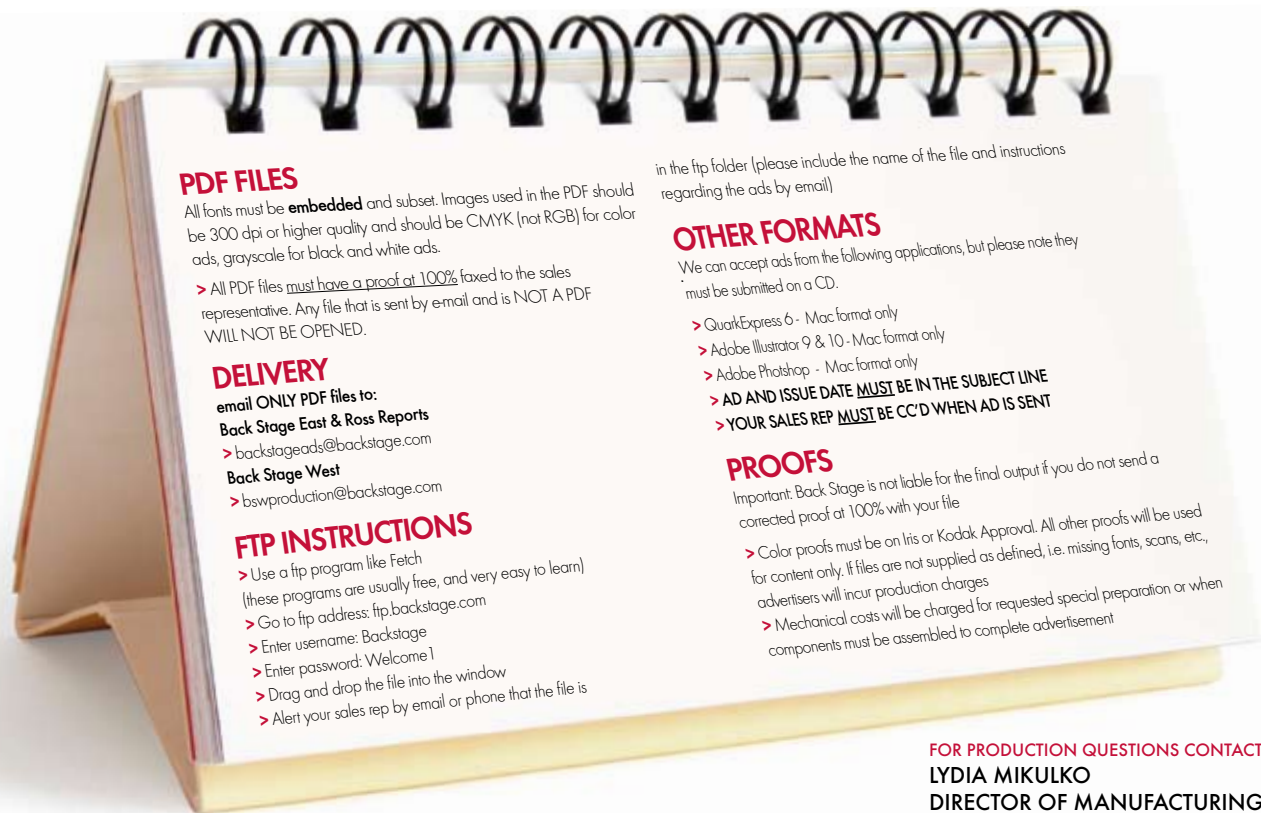


2008 PRODUCTION SPECS



PDF FILES

All fonts must be **embedded** and subset. Images used in the PDF should be 300 dpi or higher quality and should be CMYK (not RGB) for color ads, grayscale for black and white ads.

- > All PDF files must have a proof at 100% faxed to the sales representative. Any file that is sent by e-mail and is NOT A PDF WILL NOT BE OPENED.

DELIVERY

email **ONLY** PDF files to:

Back Stage East & Ross Reports

- > backstageads@backstage.com

Back Stage West

- > bsproduction@backstage.com

FTP INSTRUCTIONS

- > Use a ftp program like Fetch (these programs are usually free, and very easy to learn)
- > Go to ftp address: ftp.backstage.com
- > Enter username: Backstage
- > Enter password: Welcome!
- > Drag and drop the file into the window
- > Alert your sales rep by email or phone that the file is

in the ftp folder (please include the name of the file and instructions regarding the ads by email)

OTHER FORMATS

We can accept ads from the following applications, but please note they must be submitted on a CD.

- > QuarkExpress 6 - Mac format only
- > Adobe Illustrator 9 & 10 - Mac format only
- > Adobe Photoshop - Mac format only
- > **AD AND ISSUE DATE MUST BE IN THE SUBJECT LINE**
- > **YOUR SALES REP MUST BE CC'D WHEN AD IS SENT**

PROOFS

Important: Back Stage is not liable for the final output if you do not send a corrected proof at 100% with your file

- > Color proofs must be on Iris or Kodak Approval. All other proofs will be used for content only. If files are not supplied as defined, i.e. missing fonts, scans, etc., advertisers will incur production charges
- > Mechanical costs will be charged for requested special preparation or when components must be assembled to complete advertisement

FOR PRODUCTION QUESTIONS CONTACT:

LYDIA MIKULKO

DIRECTOR OF MANUFACTURING

- > lmikulko@backstage.com

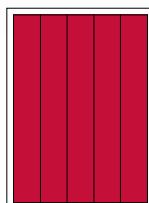
- > 646.654.4655

BACK STAGE

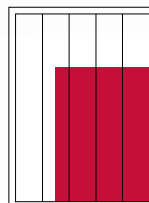
BACK STAGE SIZE REQUIREMENTS

- > ISSUE TRIM SIZE 10.75" WIDE X 15" DEPTH

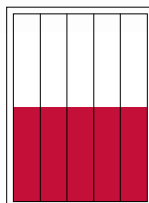
AD SIZE	WIDTH	DEPTH
Full Page	10	14
Island Half	7.96	10
Half Page - 5 Col.	10	7
Half Page - 3 Col.	5.92	12
Quarter Page - 5 Col.	10	3.5
Quarter Page - 3 Col.	5.92	6
Quarter Page - 2 Col.	3.88	9
Eighth Page - 3 Col.	5.92	3
Eighth Page - 2 Col.	3.88	4.5
Eighth Page - 1 Col.	1.84	9
5 Col. Inches Horizontal	3.88	2.5
5 Col. Inches Vertical	1.84	9
4 Col. Inches Horizontal	3.88	2
4 Col. Inches Vertical	1.84	4
3 Col. Inches Horizontal	3.88	1.5
3 Col. Inches Vertical	1.84	3
2 Col. Inches Horizontal	3.88	1
2 Col. Inches Vertical	1.84	2
1 Column Inch	1.84	1
Front Cover Strip	10	2



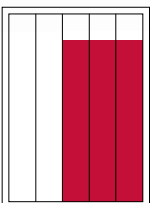
Full Page - 5 col.



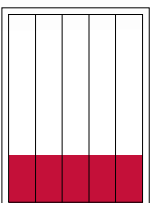
Half Island - 4 col.



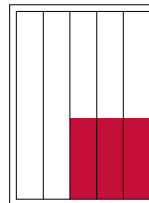
Half Page - 5 col.



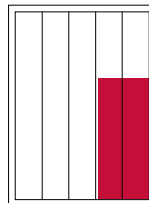
Half Page - 3 col.



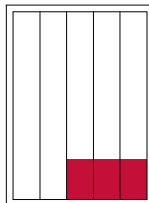
Quarter Page - 5 col.



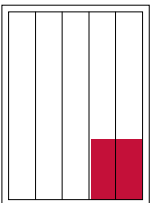
Quarter Page - 3 col.



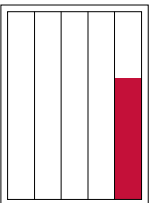
Quarter Page - 2 col.



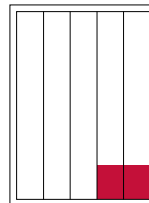
Eighth Page - 3 col.



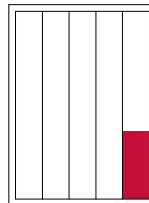
Eighth Page - 2 col.



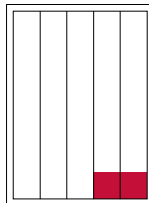
Eighth Page - 1 col.



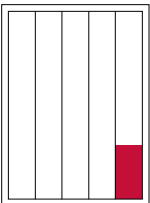
5 Col. Inches Horizontal



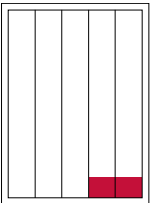
5 Col. Inches Vertical



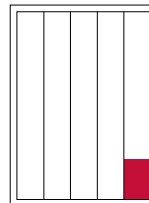
4 Col. Inches Horizontal



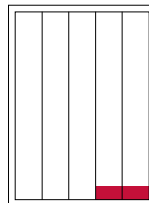
4 Col. Inches Vertical



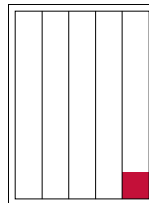
3 Col. Inches Horizontal



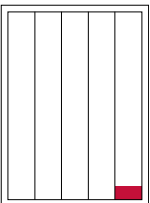
3 Col. Inches Vertical



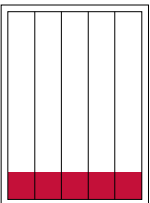
2 Col. Inches Horizontal



2 Col. Inches Vertical



1 Col. Inch



Front Cover Strip