

## Display Material Specifications

### MATERIAL SPECIFICATIONS

- PDF/X-1a file is preferred. Send materials to [SWTads@gvpub.com](mailto:SWTads@gvpub.com) and specify in which issue the ad is to be placed.
- Pages print on coated stock to SWOP process standards at 133 lpi. Maximum tone density of 280%.

Supplying a native file if a PDF/X-1a file is not possible:

- Ads should be created in Apple Macintosh-compatible software: InDesign CS5, QuarkXpress 8, Illustrator CS5, or Photoshop CS5 (other application files are not accepted). If created in another program, save ad as a CMYK EPS, TIFF, or PDF file at a minimum of 300 dpi with all fonts embedded or converted to outlines.
- Save all embedded images in TIFF or EPS format at a minimum of 300 dpi. Pantone (PMS) colors must be converted to CMYK (process colors). Black-and-white images must be grayscale. RGB color and JPEG file formats are not accepted.
- All fonts (both printer font and screen font suitcase), logos, pictures, images, etc. MUST be supplied with the application file. If fonts are not supplied, we will match them as closely as possible. Use only Type 1 or Adobe Type fonts. No TrueType or Multiple Master fonts. Black text should not be RGB or 4-color black.

Great Valley Publishing Company will not be responsible for reproduction quality of supplied artwork that does not meet these requirements.

### PRODUCTION SERVICES

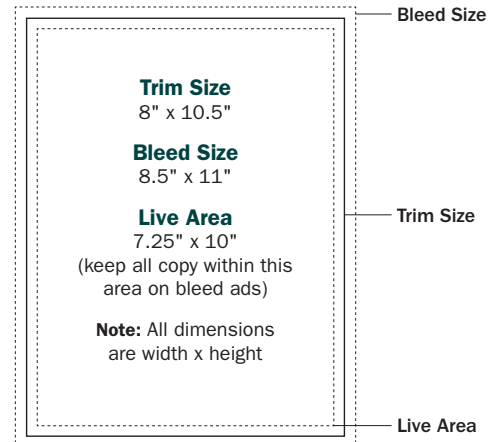
Original ad creation or revisions to artwork needed to make ads print ready will be charged at a rate of \$75 per hour.

### TERMS

Net cash 30 days. A late charge of 1.5% per month will be assessed for late payment. Great Valley Publishing Company, Inc. reserves the right to require payment before the acceptance of advertising. New and one-time advertisers must submit payment in advance for first insertion and complete a credit application. Foreign advertisers must prepay each ad in full.

### ALTERATIONS AND CANCELLATIONS

If advertiser cancels prior to earning the frequency rate billed, a "short-rate" adjustment will be due immediately, as well as 30% of the total for each ad not placed to fulfill original contract. Contracted advertising canceled after the "closing date" will be billed at full contract rate. NO cancellations are accepted for premium positions. ❁



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| <p><b>Trim Size</b><br/>8" x 10.5"</p> <p><b>Live Area</b><br/>7.25" x 10"</p> |  |  |
| <p><b>Full Page (Bleed)</b><br/>8.5" x 11"</p>                                 | <p><b>Full Page (Border)</b><br/>7" x 9.5"</p> | <p><b>2/3</b><br/>4.36" x 8.669"</p>           |
| <p><b>Trim Size</b><br/>8" x 5"</p> <p><b>Live Area</b><br/>7.25" x 4.5"</p>   |  |  |
| <p><b>1/2 (Bleed)</b><br/>8.5" x 5.5"</p>                                      | <p><b>1/2 Horizontal</b><br/>7" x 4.237"</p>   | <p><b>1/2 Vertical</b><br/>3.415" x 8.669"</p> |
|  |  |  |
| <p><b>1/3</b><br/>2.22" x 8.669"</p>   | <p><b>1/4</b><br/>3.415" x 4.237"</p>          | <p><b>Print Banner</b><br/>7" x 1.125"</p>     |
|  |  |  |
| <p><b>1/6</b><br/>2.22" x 4.237"</p>   | <p><b>1/9</b><br/>2.22" x 2.75"</p>            | <p><b>1/12</b><br/>2.22" x 2.22"</p>           |