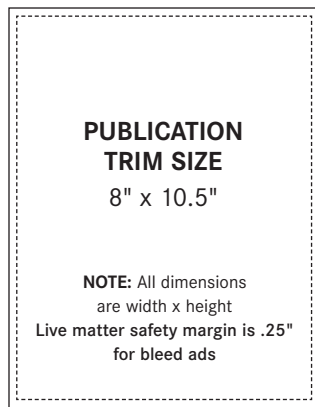


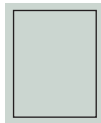
DISPLAY ADVERTISING MATERIAL SPECIFICATIONS

DEADLINES

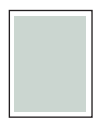
Supplied artwork is due three weeks prior to issue date. For specific dates, please call your account executive. Space reservations and all materials for ads to be created by Great Valley Publishing Company are due four weeks prior to issue date. Creative fees apply.



FULL PAGE Bleed
8.5 x 11



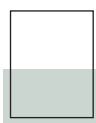
FULL PAGE Border
7 x 9.5



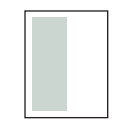
1/2 PAGE Horizontal
7 x 4.237



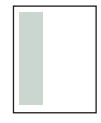
1/2 PAGE Bleed
8.5 x 5.25



1/2 PAGE Vertical
3.415 x 8.669



1/3 PAGE Vertical
2.22 x 8.669



1/4 PAGE Vertical
3.415 x 4.237



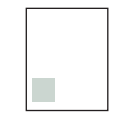
1/6 PAGE* Vertical
2.22 x 4.237



1/9 PAGE* Vertical
2.22 x 2.777



1/12 PAGE* Square
2.22 x 2.22



*Product ads this size are placed in the "Marketplace" section of our publications.

MATERIAL SPECIFICATIONS

- PDF/X-1a file is preferred. Send to SWTads@gvpub.com specifying in which issue the ad is to be placed.
- Display pages print on coated stock to SWOP process standards at 133 lpi. Maximum tone density of 280%.
- Supplied artwork should be accompanied by a SWOP Certified Proof. Details available at www.swop.org.

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

- Ads should be created in Apple Macintosh-compatible software: QuarkXpress 7, Illustrator CS2, Photoshop CS2 (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 MultiMaster 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.

INSTRUCTIONS TO ADVERTISERS

Artwork can be submitted via e-mail or sent on a CD to: Ad Coordinator, Great Valley Publishing Company, Inc., 3801 Schuylkill Rd., Spring City, PA 19475. To place an ad, call 800-278-4400/610-948-9500, send a fax to 610-948-4202, or send an e-mail to sales@gvpub.com.

FOR ALTERATIONS, CALL YOUR ACCOUNT EXECUTIVE.

Contract advertisers: If the 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 the full contract rate. **NO CANCELLATIONS ARE ACCEPTED FOR PREMIUM POSITIONS.**

ERRORS

Great Valley Publishing Company is not responsible for errors when ad copy is accepted by phone. Advertisers sending artwork are responsible for the accuracy of the content and also for supplying the artwork in accordance with the above material specifications. Credit will be granted to advertisers for errors only when error would prevent contacting the advertiser and at the fault of the publisher.