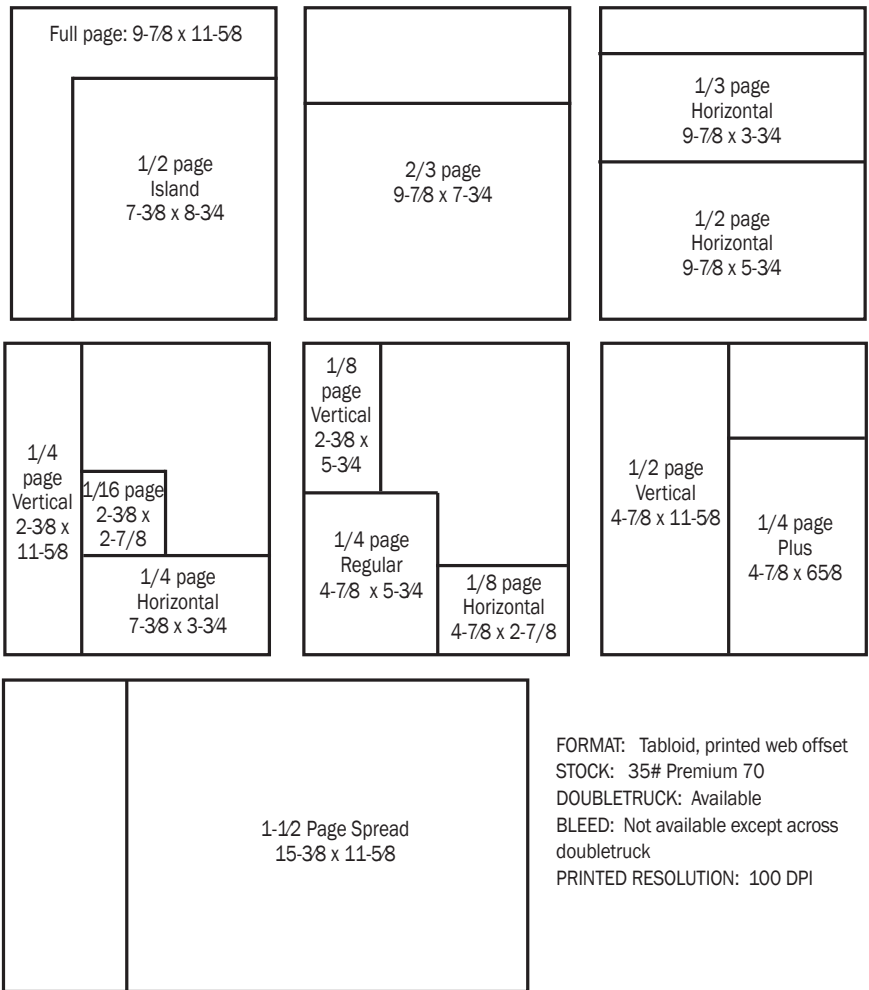


AD SPECS

| AD SIZES | (Width x Height in Inches) |
|-------------------|----------------------------|
| 1-1/2 PAGE SPREAD | 15-3/8 x 11-5/8 |
| FULL PAGE | 9-7/8 x 11-5/8 |
| 2/3 PAGE | 9-7/8 x 7-3/4 |
| 1/2 ISLAND | 7-3/8 x 8-3/4 |
| 1/2 HORIZONTAL | 9-7/8 x 5-3/4 |
| 1/2 VERTICAL | 4-7/8 x 11-5/8 |
| 1/3 HORIZONTAL | 9-7/8 x 3-3/4 |
| 1/4 PLUS | 4-7/8 x 6-5/8 |
| 1/4 REGULAR | 4-7/8 x 5-3/4 |
| 1/4 VERTICAL | 2-3/8 x 11-5/8 |
| 1/4 HORIZONTAL | 7-3/8 x 3-3/4 |
| 1/8 HORIZONTAL | 4-7/8 x 2-7/8 |
| 1/8 VERTICAL | 2-3/8 x 5-3/4 |
| 1/16 VERTICAL | 2-3/8 x 2-7/8 |

| | Inches |
|---------------|--------|
| COLUMN WIDTH | 2-3/8 |
| COLUMN GUTTER | 1/8 |
| COLUMN DEPTH | 11-5/8 |



FORMAT: Tabloid, printed web offset
 STOCK: 35# Premium 70
 DOUBLETRUCK: Available
 BLEED: Not available except across doubletruck
 PRINTED RESOLUTION: 100 DPI

PREFERRED FORMAT

Adobe Acrobat PDFs

Press Quality PDF files: all fonts must be embedded (Postscript only) and 100% black; images converted to CMYK or grayscale; All colors must be converted to CMYK - NO spot colors, RGB colors, or PMS colors.

Other Acceptable Formats:

- Adobe Illustrator CS5 or lower - Save in EPS format, convert text to outlines, images must be grayscale or CMYK.
- Adobe Photoshop - TIFF, JPEG or PDF

Electronic File Transfer

We can accept files/documents via e-mail as an attachment up to 20 Mb. Larger files can be sent online via third-party sites such as HighTail or Drop Box. Links to private FTP servers is also acceptable.

Screen

Minimum 200 DPI.

DEADLINES

Space Reservations:

California and Northwest editions: 10th of preceding month. Final artwork: 12th of preceding month.

Mountain, Midwest and River Valley editions: 15th of preceding month. Final artwork: 17th of preceding month.

PREMIUMS

Special placement:

- 5% charge for inside back cover.
- 10% charge for inside front cover.
- 20% charge for back cover.
- 15% for special internal placement (half-page minimum).

15% charge for typesetting and layout, each new ad.

Split invoicing - \$10 monthly charge per account listed and invoiced, if more than two.

RATES

Effective 03/01/2013

Rates are per issue. (Rates represent price per ad.)

Rates are NET. (Please factor agency commissions.)

Frequency rate is determined by number of monthly buys, not total number of editions. (Example: Three 2-region purchases is a 3-time frequency rate, not a 6-time frequency rate.)

All rates are for run-of-paper placement.

All rates out of contract subject to change without notice.