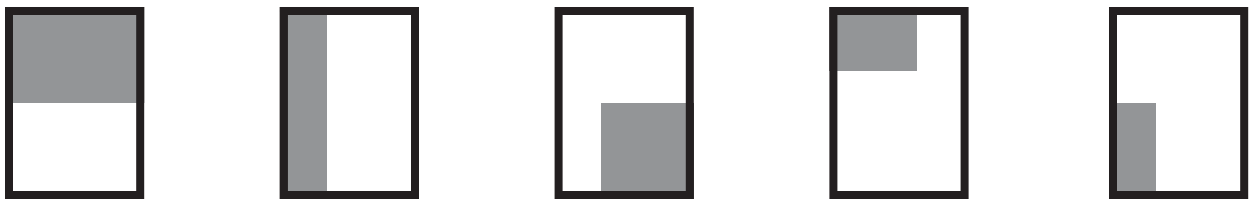
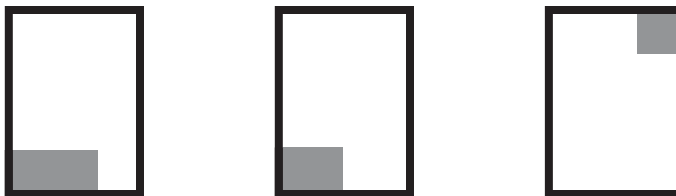


|                  | 2 Page Spread | 2 Page 1/2 Horiz. | Full Page    | 2/3 Page       | 1/2 Island     |
|------------------|---------------|-------------------|--------------|----------------|----------------|
| <b>Non Bleed</b> | 14.25 x 9.75  | 14.25 x 4.75      | 6.75 x 9.75  | 4.4375 x 9.75  | 4.4375 x 7.25  |
| <b>Bleed</b>     | 15.25 x 10.75 | 15.25 x 5.375     | 7.75 x 10.75 | 5.0625 x 10.75 | 5.0625 x 7.875 |
| <b>Trim</b>      | 15 x 10.5     | 15 x 5.125        | 7.5 x 10.5   | 4.8125 x 10.5  | 4.8125 x 7.625 |
| <b>Safety</b>    | 14.5 x 10     | 14.5 x 4.625      | 7 x 10       | 4.3125 x 10    | 4.3125 x 7.125 |

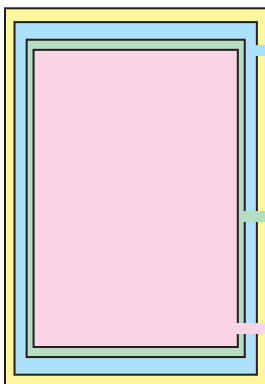


|                  | 1/2 Horiz.   | 1/3 Vert.    | 1/3 Square    | 1/4 Square      | 1/6 Vert.    |
|------------------|--------------|--------------|---------------|-----------------|--------------|
| <b>Non Bleed</b> | 6.75 x 4.75  | 2.125 x 9.75 | 4.4375 x 4.75 | 4.4375 x 3.5625 | 2.125 x 4.75 |
| <b>Bleed</b>     | 7.75 x 5.375 | 2.75 x 10.75 |               |                 |              |
| <b>Trim</b>      | 7.5 x 5.125  | 2.5 x 10.5   |               |                 |              |
| <b>Safety</b>    | 7 x 4.625    | 2 x 10       |               |                 |              |



|                  | 1/6 Horiz.      | 1/6 Showcase. | 1/12 Page      |
|------------------|-----------------|---------------|----------------|
| <b>Non Bleed</b> | 4.4375 x 2.3125 | 3.25 x 2.5    | 2.125 x 2.3125 |

**AD SIZE DEFINITIONS**



- Trim** – The edge of the page, or the final visible borders of a ‘bleed’ ad.
- Bleed** – .125” on each side beyond the trim measurement of a ‘bleed’ ad. (That is, add .25” to the trim measurement.) Elements that touch the trim edge should extend at least .125” beyond trim on each side. The bleed area will be ‘trimmed’ off in print.
- Safety** – .25” inside of trim on each side of a ‘bleed’ ad. (That is, subtract .5” from the trim measurement.) This is considered the ‘safe’ area for critical content. All critical image and text not intended to bleed must be within this measurement.
- Non-Bleed** – Non-bleed ads ‘float’ within the margins of the page.

Digital material is required for all ads. For Source Interlink Media’s complete Digital Advertising Specifications, magazine-specific specs and submission information, visit <http://ads.sourceinterlinkmedia.com/> on the web. A SWOP-standard proof, created from the supplied file, must be submitted with each 4-Color ad. If a SWOP proof is not supplied, Source Interlink Media will generate a proof for color guidance and you will be billed.