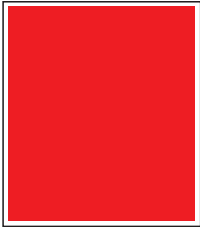


PRINT AD SPECS



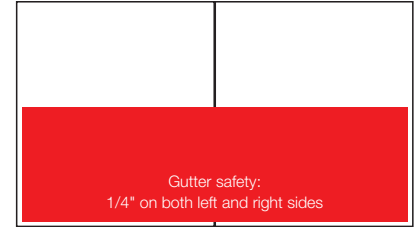
FULL PAGE

Trim - 8.5" x 10.5"
Bleed - 8.75" x 10.75"
Live - 8.125" x 10.125"
Non Bleed - 8.125" x 10.125"



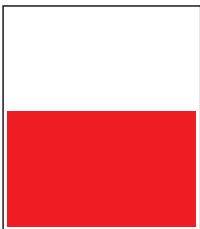
SPREAD

Trim - 17" x 10.5"
Bleed - 17.25" x 10.75"
Live - 16.625" x 10.125"
Non Bleed - 16.625" x 10.125"



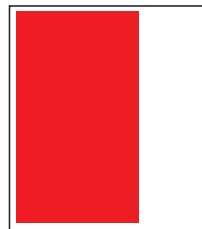
1/2 HORIZ SPREAD (pony)

Trim - 17" x 5.125"
Bleed - 17.25" x 5.375"
Live - 16.625" x 4.75"
Non Bleed - 16.5" x 4.875"



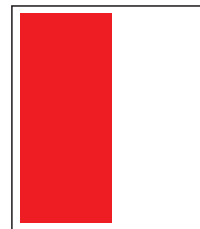
1/2 HORIZ

Trim - 8.5" x 5.125"
Bleed - 8.75" x 5.375"
Live - 8.125" x 4.75"
Non Bleed - 8" x 4.875"



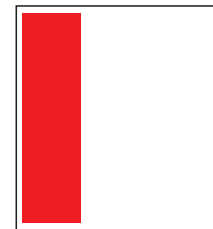
2/3 VERTICAL

Non Bleed - 5" x 10"



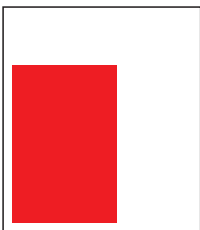
1/2 VERTICAL

Non Bleed - 3.75" x 10"



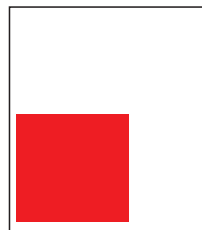
1/3 VERTICAL

Non Bleed - 2.5" x 10"



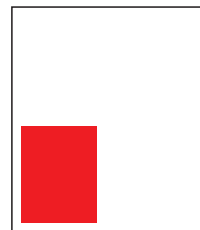
1/2 ISLAND

Non Bleed - 4.625" x 7"



1/3 SQUARE

Non Bleed - 4.625" x 4.875"



1/4 VERTICAL

Non Bleed - 3.75" x 4.625"

MATERIAL SHIPPING INFORMATION

PLEASE UPLOAD A HI-RES PDFX1A-2001—NO ZIP FILES

NEW USERS—you'll need to register and create your OWN ACCOUNT at: <https://hanleywood.sendmyad.com> and click on FIRST TIME USER

RETURNING ADVERTISERS—log in at: <https://hanleywood.sendmyad.com> follow up proofs are NOT REQUIRED but can be sent to:

Ad Traffic Manager—BUILDER
Hanley Wood Media, Inc.
One Thomas Circle NW, Suite 600
Washington, DC 20005

PRODUCTION DIRECTOR

Margaret Coulter
mcoulter@hanleywood.com