

MEDIA (Macintosh or PC formatted):

Please label disks/e-mail with issue date, advertiser and agency

- Zip disk
- CD-Rom
- DVD
- E-mail
- FTP

ACCEPTABLE FORMATS:

1. Native Application Files (disks should include):
 - one original QuarkXPress, Illustrator, PhotoShop or InDesign document
 - all logos and high-resolution files, graphics should be TIFF or EPS format
 - all high-resolution files should be placed in original page layout documents, no FPO images
 - screen and printer fonts only, supply copy of fonts on disk used in page layout, avoid menu style fonts
 - NO TRUETYPE OR MULTIPLE MASTER FONTS
 - Mac and PC files accepted

2. Postscript and PDF files:

- all high-resolution images and fonts are to be embedded, CMYK color, bleeds must be built into file (PDF)

SIZES:

- | | | |
|-------------------------------|---|----------------------------------|
| Trim (f/p): 8-3/16" x 10-7/8" | • Live Area (f/p): 7-11/16" x 10-3/8" | • Bleed (f/p): 8-7/16" x 11-1/8" |
| Trim (spd): 16-3/8" x 10-7/8" | • Live Area (spd): 15-3/8" x 10-3/8" | • Bleed (spd): 16-5/8" x 11-1/8" |
| | • 2/3 hz: 7" x 6" • 2/3 vt: 4-1/2" x 9-1/4" | |
| | • 1/2 hz: 7" x 4-1/2" • 1/2 vt: 4-1/2" x 7" | |
| | • 1/3 sq: 4-1/2" x 4-1/2" • 1/3 hz: 7" x 3" • 1/3 vt: 2-1/4" x 9-1/4" | |

Copy Safety: 5/16" from trim edge

- document sizes in the page layout files should be created to the trim size, do not build into the page anything beyond the border except bleed allowances
- pages should be set up as single page documents, maximum page layout size should not exceed 8-3/8" wide by 11" high

PROOFS:

- two (2) proofs required
- Kodak Approval, Iris, Rainbow, Velox (b&w), Epson are all acceptable

SHIPPING TO:

• Investment Advisor Magazine
Production Manager
1161 Broad Street, Suite 200
Shrewsbury, NJ 07702

FTP:

• Address: 64.51.92.202
Login: guestftp
Password: jh2003
Confirm upload via email to khuryk@wbi.com

EMAIL:

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