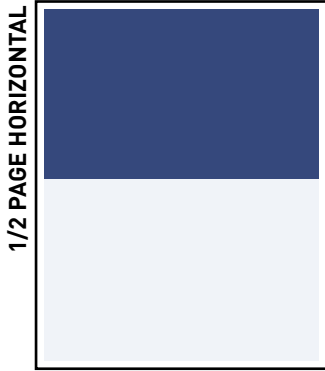
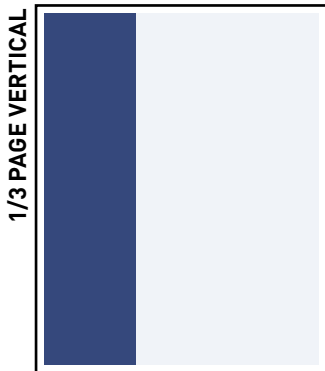


ADVERTISING SPECIFICATIONS



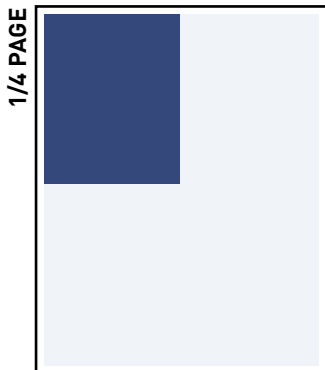
1/2 PAGE HORIZONTAL

8.0" x 5.0" Non-Bleed



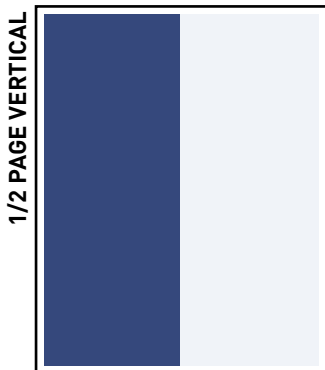
1/3 PAGE VERTICAL

2.54" x 10.25" Non-Bleed



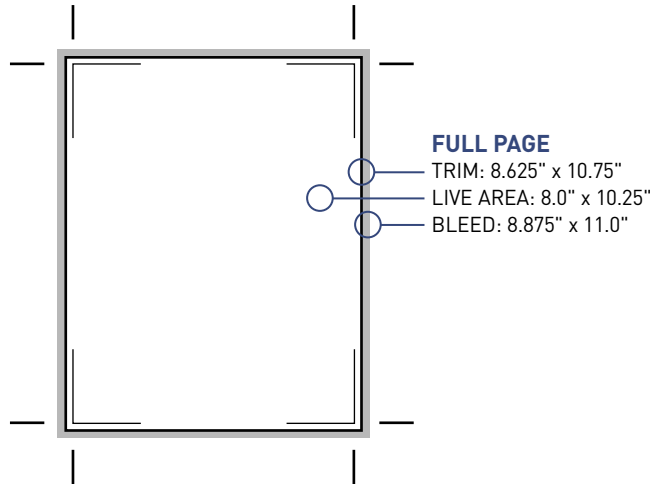
1/4 PAGE

3.875" x 5.0" Non-Bleed



1/2 PAGE VERTICAL

3.875" x 10.25" Non-Bleed

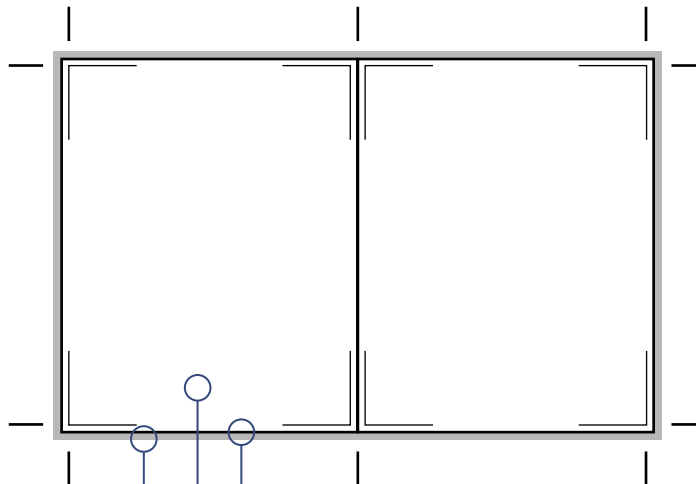


FULL PAGE

TRIM: 8.625" x 10.75"

LIVE AREA: 8.0" x 10.25"

BLEED: 8.875" x 11.0"



SPREAD

TRIM: 17.25" x 10.75"

LIVE AREA: 16.75" x 10.25"
(keep text at least 3/8" away from gutter on each side)

BLEED: 17.5" x 11.0"

ARTWORK:

All artwork must be submitted digitally either via email, FTP or on CD. A color proof must be included with all ads to insure the ad is correct when sent to press. Please convert all colors to CMYK (no Pantones).

HOW TO SEND YOUR FILES VIA EMAIL:

Files less than 5MB can be emailed to graphics@overamerica.com.

FTP:

Email us for FTP instructions at graphics@overamerica.com.

ACCEPTABLE FILE FORMATS:

PDF or TIFF only. All ads must be 300dpi CMYK files formatted to the specified ad dimensions.

IMPORTANT NOTE:

We do not accept QuarkXPress files. All files must be converted to PDF or TIFF. Do not send RGB files.

SHIPPING INFORMATION:

Send ads with color proofs to:
Overamerica
Attn: Graphics
6725 Sunset Blvd, Ste 320
Los Angeles, CA 90028

PLEASE NOTE: We recommend that you supply a color proof with artwork. Publisher assumes no liability and will not provide "make goods" for incorrect positioning on page, discoloration, or any other defect resulting from the original file submitted by client or client's creative agency, unless a color proof is submitted with artwork on or prior to the materials due date.

SUBMITTING ADS

1

PREPARING YOUR FILE(S)

STEP 1

All file(s) must be submitted as high resolution (300dpi) CMYK file(s). We will only accept the following formats:

- Adobe PDF
- Flattened TIFF
- Flattened EPS

Incorrectly formatted file(s) will not be placed or processed. Please check with your designer and/or creative department to make sure your ad is to our specifications.

STEP 2

Archive your file(s) into a ZIP or SIT file(s). You can use programs like Winzip (winzip.com) or Stuffit (stuffit.com) to create the archive -- doing this will prevent the file(s) from being corrupted during upload. It is strongly suggested that you archive your file before upload; failure to do so might result in a corrupt file.

2

UPLOADING YOUR FILE(S)

FILES SMALLER THAN 6MB IN SIZE

Small files (6MB and under) may be sent via email. Please contact your sales rep for more info.

FILES LARGER THAN 6MB IN SIZE

Files larger than 6MB will not be accepted via email. Our servers do not accept files of this size and it will be deleted before reaching its destination. You submit your file(s) via FTP, Yousendit.com or use a file transfer program like Pando

FTP

Windows Users: To upload your files into our server via FTP you must use a program like Winftp (softtechdesign.com), CuteFTP (cuteftp.com). You may find other free applications at Download.com.

Mac Users: To upload your files into our server via FTP you must use a program like Fetch (fetchsoftworks.com). You may find other free applications at Download.com.

LOG-IN INFO:

HOST: graphics.djmixed.com

USERNAME: djgraphics

PASSWORD: 454MXX (case sensitive)

PANDO

Pando is a free application that allows you to deliver large files without FTP software. Download it at pando.com.

*** WARNING *** INSTALL SOFTWARE AT YOUR OWN RISK. Please consult your IT department before installing anything on your PC. Overamerica Media Group does not sponsor or guarantee any of the software applications listed above.

YOUSENDIT.COM

Yousendit.com provides a simple online solution for delivering large files via e-mail.

Step 1: Open your browser and type in <http://www.yousendit.com> into the address bar.

Step 2: Enter your SALES REP email address into the first text box.

Step 3: Type in your email address in the second text box. Although stated optional, this will help us track your submission.

Step 4: Type in your contact information along with a brief description of your file(s) in the MESSAGE box. This will help us know who you are and what file(s) you are submitting

Step 5: Click on the BROWSE button and find your file(s) on your computer.

Step 6: Click the SEND IT button.

