

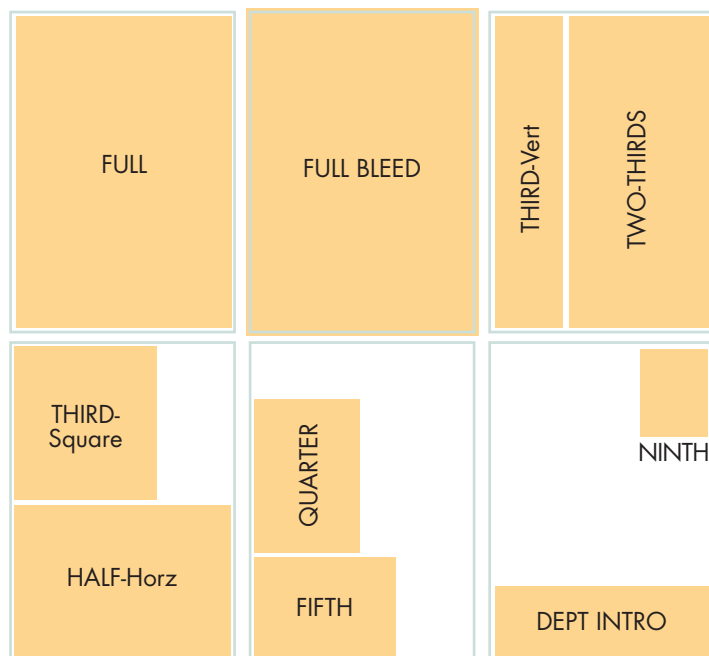


MASON - DIXON

ARRIVE

LOCAL COMMUNITY MAGAZINES

AD SIZES



AD SPECS

	WIDE		DEEP
TRIM SIZE	7.00	x	10.00
FULL	6.25	x	9.0625
FULL BLEED	7.25	x	10.25
TWO-THIRDS	4.00	x	9.0625
HALF-Horz	6.25	x	4.4375
THIRD-Vert	2.00	x	9.0625
THIRD-Square	4.00	x	4.50
QUARTER	3.0625	x	4.4375
FIFTH	4.00	x	3.00
DEPT INTRO	6.25	x	2.50
<i>The MarketPlace</i>			
NINTH	2.00	x	2.50

AD MATERIALS

SEND TO: art@mdarrive.com

In the subject line, put: AD=Advertiser name, month.

In message area, include ad size and phone number. To ensure that we have the whole file, send a low-res copy to same address in a separate email.

REQUIREMENTS



Adobe Acrobat PDF files, print-ready.

Files must be exported with press settings, high-resolution 300 dpi, with all fonts and images embedded. File must not exceed 5 MB of memory. If file exceeds capacity, contact Publisher for FTP site. For color ads, convert all colors to CMYK. No Microsoft Publisher documents. Advertiser agrees to accept additional charges, minimum \$75 per hour, if modification is required.

CREATIVE DESIGN SERVICES

Ad Materials should be provided press-ready, according to REQUIREMENTS above.

First ad designed at no charge, up to 2 proofs.

Additional proofs \$35.

Minor changes for new insertion, no charge.

Design Fees

New ads or campaigns, \$75 per hour.

Resize ad for another publication, \$50.

Design ads for other publications, \$75 per ad.

Photographic services, \$75 per hour, including drive time.

DELIVERY OF WHAT'S HOT & GIFT GUIDE

SEND TO: info@mdarrive.com

In the subject line, put: WN=Advertiser name, month.

Attach a high-resolution photo as a .jpg file. Do not embed photo in email, Word document or attach images from a Web site. Include a 40-word description (including name, phone) in same email. Publisher reserves the right to edit copy to fit format.

ARRIVING HOME
& *you've* ARRIVED

Please use Ad Specs above.
Not all sizes available in all publications.

DEADLINES

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March
Space Reservation	3/12	4/9	5/14	6/11	7/13	8/13	9/10	10/15	11/12	12/10	1/17	2/14
Ads Released/Due	3/16	4/13	5/18	6/15	7/17	8/17	9/14	10/19	11/16	12/14	1/21	2/18