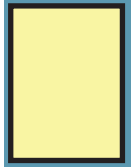


Early American Life

traditions
period style
antiques
architecture
history

Ad Dimensions



Full page with bleed

8.25 inches by 10.75 inches

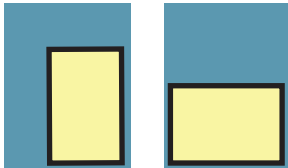
Full page without bleed

7 inches by 9.75 inches



Two-thirds page (vertical only)

4.75 inches by 9.75 inches



One-half page vertical

4.75 inches by 7.25 inches

One-half page horizontal

7 inches by 4.75 inches

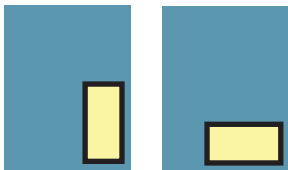


One-third page vertical

2.25 inches by 9.75 inches

One-third page square

4.75 inches by 4.75 inches



One-sixth page vertical

2.25 inches by 4.75 inches

One-sixth page horizontal

4.75 inches by 2.25 inches



One-twelfth page square

2.25 inches by 2.25 inches

Classified Display ads are either 1 or 2 inches high and 2.25 inches wide. **Classified Line** ads are set in 9 pt Times Roman.

AD SPECS

Firelands Media Group LLC
16759 West Park Circle Drive
Chagrin Falls, OH 44023
440-543-8566

Sue Miller
National Advertising Manager
3132C Armstrong Valley Road
Halifax, PA 17032-9793
717-362-9167

Kathy Pfaff
Advertising Sales
kpfaff@firelandsmedia.com
330-525-7836

Mechanical Specs

Trim size: 8 by 10.5 inches
Bleed size: 8.25 by 10.75 inches
Live area: 7 by 9.75 inches
Perfect bound

Acceptable File Formats

- .eps** Encapsulated PostScript
All fonts must be embedded with permissions allowed
- .ai** Adobe Illustrator
*CS or CS2 for PCs
CS only for Macs*
- .pdf** Adobe Page Description File
*Please save active area only
without trim marks*
- .tif** Tagged Image File
*CMYK color space
300 dpi for images
800 dpi if text is embedded*

Delivery

We accept digital files on CD or DVD, by email to ads@firelandsmedia.com, or uploaded to our FTP site. Hardcopy (including color proofs) as well as CDs should be sent to Sue Miller at the address above. Your account representative can give you FTP information.

Effective August 20, 2007
Subject to change without notice