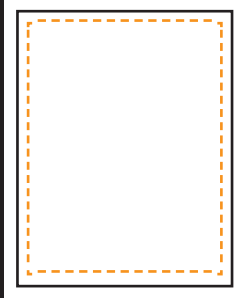


GUIDELINES FOR SUBMITTING DIGITAL ADS



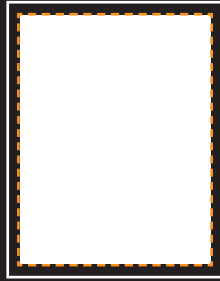
Full Page

4 Color Process

Bleed Size: (H) 8.75" x (W) 5.75"

Trim Size: (H) 8.5" x (W) 5.5"

Live Area: (H) 7.5" x (W) 4.5"

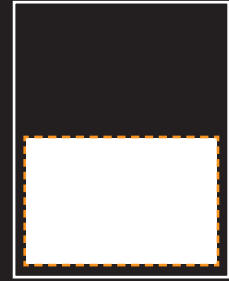


Full Page

4 Color Process - No Bleed

Trim Size: (H) 8.5" x (W) 5.5"

Live Area: (H) 7.5" x (W) 4.5"



Half Page

4 Color Process - No Bleed

Live Area: (H) 3.875" x (W) 4.5"

Deadline for submissions is April 16, 2010

Ad placement will be run-of-press (ROP).

Media Supported:

- CD
 - 100MB Zip Disk
 - Email (for zipped files under 5MB)
 - USB drive
- (Note: Media support will not be returned)

Acceptable Digital Formats:

All files must be on a platforms listed below!
All fonts must be outlined or font folders must be included.
Placed images must be .eps, .tif, or .pdf

- Illustrator, InDesign CS3 or CS4 (PC)
- Quark Express 6 or earlier (Mac)
- Press Optimized PDF
- Image quality needs to be at least 300 dpi

Proofs:

All ad submissions must be accompanied by a black and white proof and color ads must be accompanied by a color proof in addition to the black and white proof.

We will not accept:

PageMaker files, Coral Draw files, or Hard Copy ads.
All artwork MUST be electronic.

Ad Delivery:

Standard Mail:

Stephanie Wilson
Innovative Marketing & Design
3040 Highlands Parkway, Suite F
Smyrna, Georgia 30082

Email (for zipped files under 5MB)

To: stephanie@innovativemarketinganddesign.com

Please call for FTP site.

For production specification information, please contact
Stephanie Wilson at 770.431.0557 x100

We will custom design your ad for you!

Design costs include: concept development (including 2 concepts), layout and design, high resolution digital proof, and final production art.

Stock photos and/or illustrations not included.

Full page ad design: \$1,500 Half page ad design: \$1,000

Deadline for ad content is April 16, 2010

For more information, contact Stephanie Wilson
Project manager at 770.431.0557