

2012 EDITORIAL CALENDAR*

I S S U E	T H E M E	S H I P S
Volume 4, Issue 1	Collaboration	March 2012
Volume 4, Issue 2	Efficiency	June 2012
Volume 4, Issue 3	Survival	September 2012
Volume 4, Issue 4	Destiny	December 2012

**Subject to change without notice.*

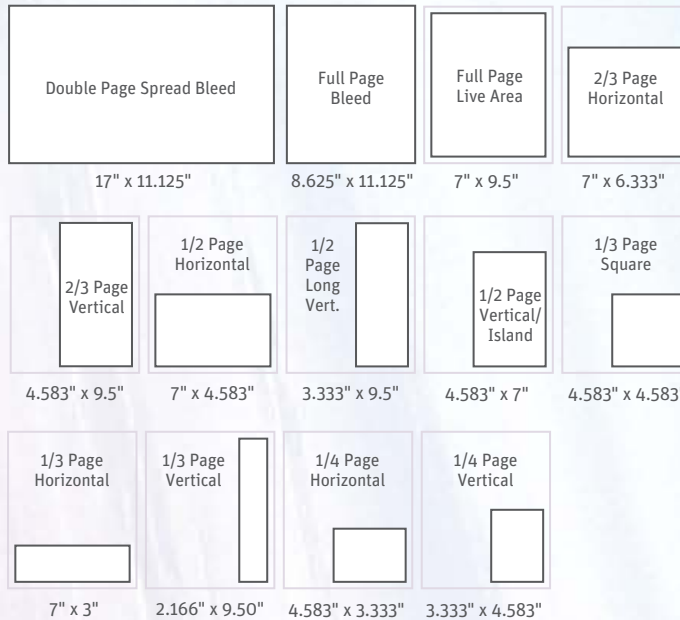
IN EVERY ISSUE

- * Letter from the AACS President & CEA Chair
- * The Workings of Washington
- * New School Members
- * Associate Member News
- * And Then There's Compliance
- * People & Places
- * New Products & Services
- * Upcoming Events
- * Want to Join AACS?
- * Regulatory Issues
- * Beauty School 101 – Tips for the New School Owner
- * Multicultural Corner
- * Superstar Graduates
- * Voices from the Classroom
- * AACS Listserve Q&A
- * Beauty Changes LivesSM

ADVERTISING SPECIFICATIONS

MAGAZINE SPECIFICATIONS

Trim Size: 8.375" x 10.875" DPS Live Area: 15.417" x 9.5"



Text placed outside the live area within any full page or DPS ads may be cut off. Please keep text within the live area at all times.

ARTWORK REQUIREMENTS

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. IMAGES FROM THE WEB ARE NOT SUITABLE FOR PRINTING. All color artwork must be in CMYK mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

AD MATERIAL UPLOAD

Go to the Naylor website at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

PRODUCTION SERVICES

Naylor provides professional ad assembly and layout to non-agency clients at no charge.

PLACEMENT GUARANTEE

15% premium.

PROOFS

Proofs of ads produced by Naylor, LLC, are available upon request at a charge of \$50.

REVISIONS

Revisions are rework for Naylor, LLC, and are subject to a \$50 surcharge.

AD AGENCY COMMISSIONS

All prices are net. Ad agency commissions are not included in quoted price.

SHIPPING INSTRUCTIONS

Ship all advertising materials to the attention of your account executive at:

Naylor, LLC

5950 NW 1st Place

Gainesville, FL 32607

Toll Free: 800-369-6220

Fax: 352-332-1252