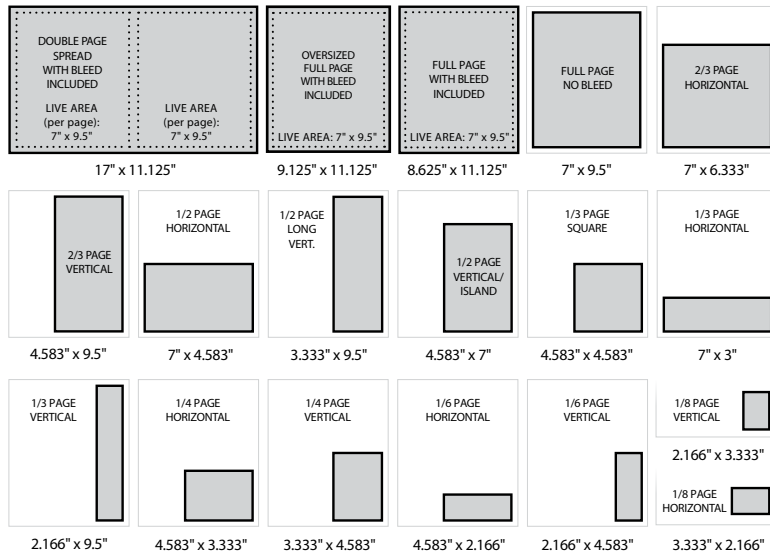


# PRINT ADVERTISING SPECIFICATIONS

## Standard publication format: 8.375" x 10.875"



**Note:** 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 greyscale 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; black-and-white artwork must be in either greyscale or bitmap 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.

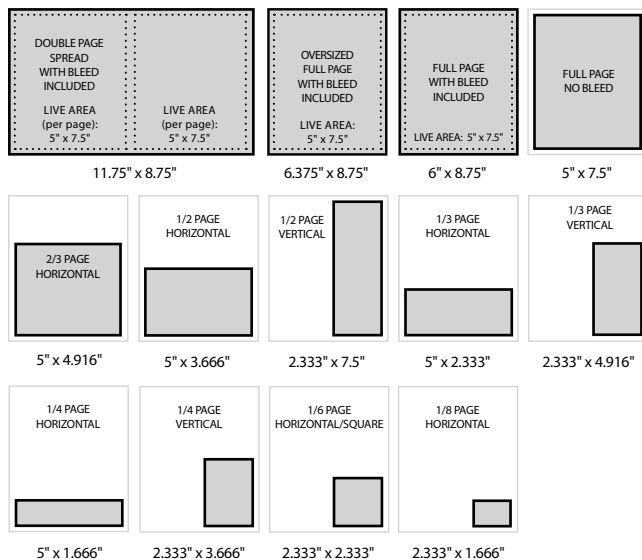
### Ad Material Upload

Go to the Naylor website at [www.naylor.com/adupload](http://www.naylor.com/adupload)

### Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## Roster publication format: 5.75" x 8.5"



### Specs for Direct Mail

#### Publication format: 8.375" x 10.875"

Outsert 1 pg, 1 surface: 8.375" x 10.875"  
 Outsert 1 pg, 2 surfaces: 8.375" x 10.875"  
 Outsert 2 pgs, 4 surfaces: 8.375" x 10.875"  
 Heavy Card Stock Insert: 8.25" x 10.75"  
 Postcard: 6" x 4.25"  
 Postal flyersheets: 8.5" x 11"

#### Publication format: 5.75" x 8.5"

Outsert 1 pg, 2 surfaces: 5.75" x 8.5"  
 Outsert 3 pgs, 6 surfaces: 5.75" x 8.5"  
 Heavy Card Stock Insert: 5.25" x 8.25"  
 Postcard: 6" x 4.25"  
 Postal flyersheets: 5.75" x 8.5"

### Digital Edition

Naylor has two digital edition platforms (GTxcel and NxtBook). Check with your rep to find the correct digital edition specs. Please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.