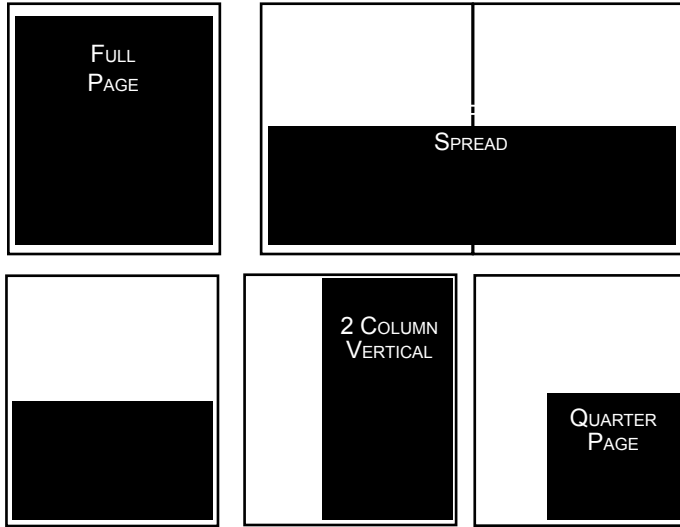


Supermarket News - Whole Health Ad Specifications

DISPLAY ADVERTISING FORMATS



Display Advertising Sizes

Full Page Non Bleed	7 3/4" x 10"
Full Page Bleed	Bleed: 9 1/4" x 11", Trim: 9" x 10 3/4"
Full Page Spread Non Bleed	16 3/4" x 10"
Full Page Spread Bleed	Bleed: 18 1/4" x 11" - Trim: 18" x 10 3/4"
1/2 Page Spread Non Bleed	16 3/4" x 5"
1/2 Page Spread Bleed	Bleed: 18 1/4" x 5 3/8", Trim: 18" x 5 1/4"
1/2 Page Non Bleed	7 3/4" x 5"
1/2 Page Bleed	Bleed: 9 1/4" x 5 3/8", Trim: 9" x 5 1/4"
2 Column Vertical Non Bleed	5" x 10"
2 Column Vertical Bleed	Bleed: 5 7/8" x 11", Trim: 5 3/4" x 10 3/4"
1/4 Page Non Bleed	5" x 5"
1/4 Page Bleed	Bleed: 5 7/8" x 5 3/8", Trim: 5 3/4" x 5 1/4"

SAFETY: All live matter must be 1/2" away from trim on all sides

Please forward all media/digital data to:

Donna Brown
 Supermarket News Production Department
 9800 Metcalf Avenue
 Overland Park, KS 66212

DIGITAL ADVERTISING GENERAL SPECS

PDF Format: Advertisers are encouraged to submit PDF and PDF/X1-A files prepared for press-optimized printing. For an Acrobat Distiller job-options file and more information on creating acceptable files, visit www.pentonads.com.

All files should have the following:

1. All fonts embedded
2. The correct mode (ie. CMYK or Grayscale)
3. All spot colors MUST be converted to CMYK unless PMS was pre-ordered.
4. OPI must NEVER be included in the file.
5. Resolution: 300 DPI for all submitted images and files.
6. All ads must have position marks for non-bleed ads and trim and bleed marks for bleed ads.

Preferred Applications: Ad layouts should be created using QuarkXpress™ or Adobe InDesign®. If submitting application files, provide all supporting graphics and fonts.

Media: Mac or PC formatted CD-R, CD-RW or DVD. We also accept FTP - instructions below.

Proofs: We minimally require a text and element proof to assist in preflighting digital ad files. For critical color match we require a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.). Accurate color reproduction cannot be guaranteed without an accompanying SWOP-certified proof.

Photo Elements: 300 dpi, actual size; CMYK color model; tif or eps format; no JPEG compression.

Line Art/Text: 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems.

Color Tone Values: To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.

Color Mode: Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.

Fonts: When submitting application files, please include screen and printer fonts. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.

Lettering: Reproduce all reverse lettering with a minimum of colors. Type smaller than 10 point with fine serifs should be avoided.

Ad materials not used within a 12 month period will be discarded.

Please submit new creative to:

www.PentonDigitalAds.com <<http://www.PentonDigitalAds.com>>
 Group: Retail
 Magazine: Supermarket News

If you have any questions, please contact Donna Brown
 Phone: 913.967.7203 • Fax: 913.514.3997 • email: donna.brown@penton.com