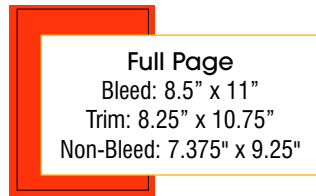
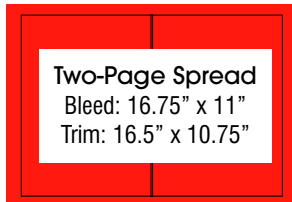
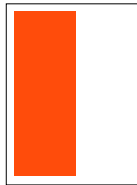


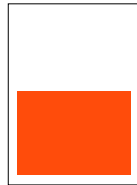
## Ad Sizes



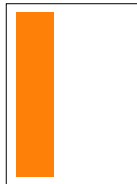
**2/3 Page**  
 4.75" x 8.75"



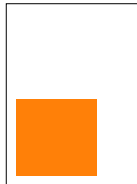
**1/2 Page**  
 Vertical  
 3.5" x 8.75"



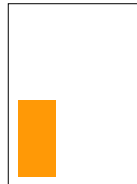
**1/2 Page**  
 Horizontal  
 7.375" x 4.25"



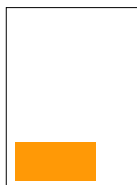
**1/3 Page**  
 Vertical  
 2.25" x 8.75"



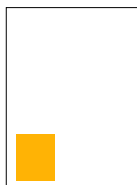
**1/3 Page**  
 Square  
 4.75" x 4.25"



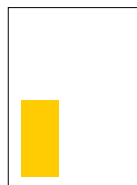
**1/6 Page**  
 Vertical  
 2.25" x 4.25"



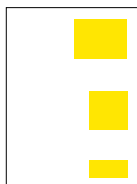
**1/6 Page**  
 Horizontal  
 4.75" x 2"



**1/9 Page**  
 2.25" x 2.75"



**Marketplace**  
 2.25" x 4.25"



**Billboard Ads**  
 1/8 Page - 3.75" x 2.625"  
 1/12 Page - 2.25" x 2.25"  
 1/24 Page - 2.25" x 1"

All fractional page ads must be framed within a box that matches the exact dimension shown. A 0.5 point rule is recommended.

## Advertising Specifications

**Exchange** is printed four color process by web offset on 45# gloss text and 80# gloss for the cover. Trim size is 8.25" x 10.75".

**FORMATS:** Our PREFERRED choice for finished advertising is a high-resolution **PDF file** with all **FONTS** embedded.

We also accept Quark 6.0/lower, PhotoShop 7.0/lower, and Illustrator 10.0/lower. To insure reliable output always "Create Outlines" when using fonts in Illustrator. If you are using InDesign, please save your file as a high-resolution PDF.

Files created in other applications such as PageMaker or Microsoft Publisher should be saved, exported, or printed as a PostScript (PS) format with all fonts and high-resolution images embedded.

**FONTS:** Finished ads must include **all fonts** (both "Printer" and "Screen" fonts) or have fonts embedded.

**IMAGES:** Finished ads must include **all images**. Please use high-resolution EPS or TIFF files. All images must be supplied CMYK or are subject to being converted to CMYK. Our publication prints at 133 line screen. Any artwork over 300 dpi at 100% is subject to being reduced. Conversely, any artwork under 150 dpi is not acceptable for print quality.

**PROOFS:** Please send us a hard copy of your ad to examine whether fonts are printing correctly. We cannot accept responsibility for incorrectly printed ads if you **only** supply a PDF.

**BLEEDS:** For **FULL PAGES** only, the document size should be the trim size with bleed area extending .125" beyond page edge. Keep live matter .25" from the trim edge and .25" from the gutter on a spread.

**SHIPPING:** Please burn all files to CD and send to:

Exchange - Attn: Scott Bilstad

17916 NE 103rd Ct

Redmond, WA 98052

shipping address phone: (425) 883-9683

**E-MAILING:** If you are e-mailing your files, we can accept up to 5 MB files over e-mail. Please contact us if you need to set up an FTP exchange.

**CONTACT:** For any questions concerning ad specifications please contact **Scott Bilstad** - [scott@childcareexchange.com](mailto:scott@childcareexchange.com)