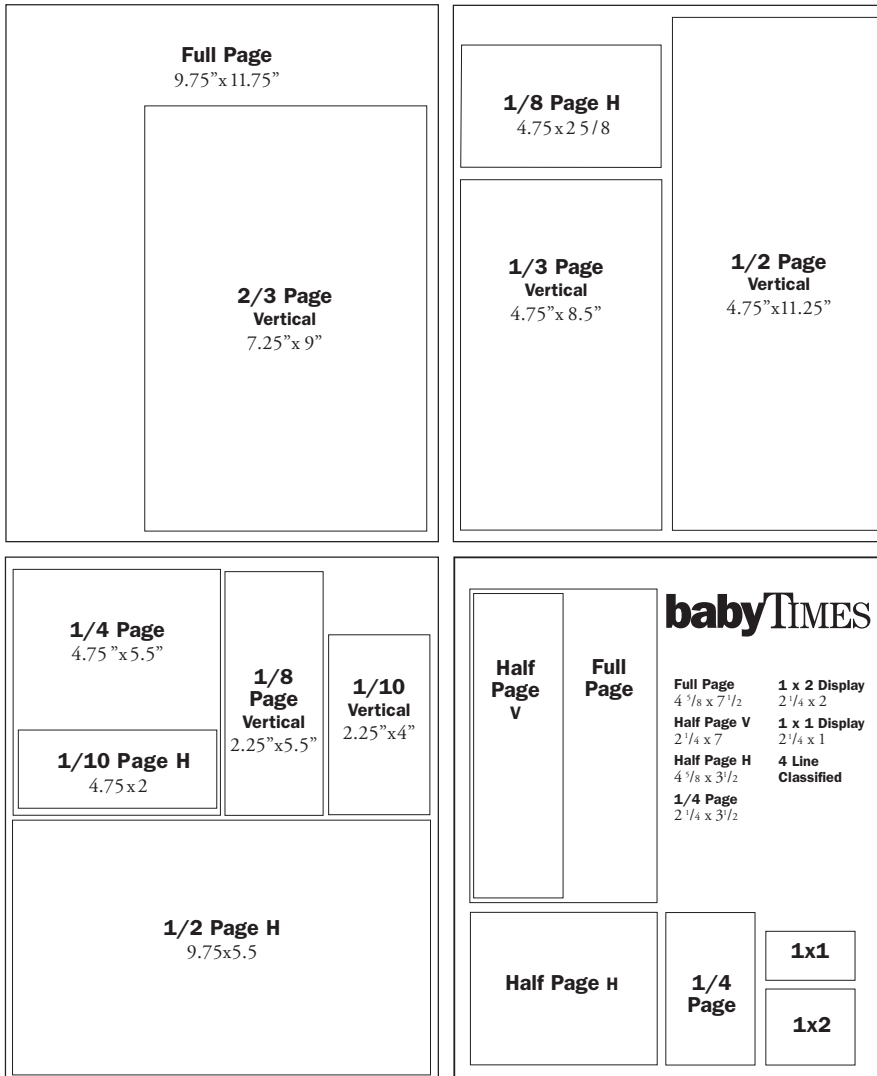


Family, Baby, Best of Times & Grandparent Times Publications Specifications



REQUIREMENTS

Family Times requires that all materials be submitted digitally using the following specifications.

Software

- Software: Mac formatted Quark, Illustrator or Photoshop files. All screen and printer fonts MUST be supplied for all used fonts.
- PDF's must be written for press (color images CMYK) with images and fonts imbedded.
- We DO NOT accept Pagemaker, Microsoft Publisher or Word files.
- CD's or E-mail are acceptable,

Images

- All scans must be hi-res (200+ dpi) in EPS or TIFF formats. Black and white images should be adjusted for 20% dot gain. Color scans must be CMYK and color corrected. *Family Times* is not responsible for the color accuracy of files converted from RGB to CMYK.

Color

The color pages in *Family Times* publications are printed using 4 color process. All Pantone, RGB or spot colors must be converted to CMYK. All pages whether B&W or 4C are printed on newsprint using 100 line screen.

Production Charges

- Ads submitted incorrectly will be charged an additional \$35 production charge to correct files (includes incorrect size, non-converted color files, etc.)

MISCELLANEOUS

- Zip disks, transparencies, photos etc will be returned to supplied return address. CD's and proofs will not be returned unless requested.
- Digital ads are archived for 2 years.

CONTACT

Call Laurie Ramirez at 952-926-1451, for deadline extensions or technical information or e-mail directly lramirez@familytimesinc.com

SUBMISSIONS

Ads may be submitted via the following.

E-mail: ads@familytimesinc.com

Mail: Family Times Publications
P.O. Box 16422
St. Louis Park, MN 55416

Color: 4C process \$400 in addition to rates.

Preferred Position: Add 15 percent

Space Deadline:

See reverse for specific dates. Materials deadline 14 days prior to publication. NO CANCELLATIONS WILL BE ACCEPTED AFTER THIS DATE.

Commission and Payment Terms:

Prices quoted are net. Agencies should add 15 percent.

Terms are 15 days net. First time advertisers are required to pay for initial ad before publication.

All our publications are nationally audited by the Circulation Verification Council.