

SPECIFICATIONS

AD DIMENSIONS w/o bleed (width x depth)

EDITORIAL SECTION - FOUR-COLOUR DISPLAY AD

| | |
|---------------------|--------------------|
| Full Page | 7-1/16" x 9-7/8" * |
| 2/3 Page | 4-5/8" x 9-7/8" |
| 1/2 Page Island | 4-5/8" x 7-3/8" |
| 1/2 Page Horizontal | 7-1/16" x 4-7/8" |
| 1/3 Page Vertical | 2-1/4" x 9-7/8" |
| 1/4 Page | 3-3/8" x 4-7/8" |

SPECIAL POSITION

| | |
|---------------------------|---------------------|
| Double Page Spread | 15-1/4" x 9-7/8" ** |
| Inside Front Cover Spread | 15-1/4" x 9-7/8" ** |
| Inside Front Cover | 7-1/16" x 9-7/8" * |
| Outside Back Cover | 7-1/16" x 9-7/8" * |
| Inside Back Cover | 7-1/16" x 9-7/8" * |
| 1/2 Double Page Spread | 14-15/16" x 4-7/8" |

COWBOY MARKET

| | |
|---------------------|-----------------|
| 1/24 Page | 2-1/4" x 1-1/8" |
| 1/12 Page | 2-1/4" x 2-3/8" |
| 1/6 Page Vertical | 2-1/4" x 4-7/8" |
| 1/6 Page Vertical | 4-5/8" x 2-3/8" |
| 1/3 Page Horizontal | 2-1/4" x 9-7/8" |
| 1/3 Page Square | 4-5/8" x 4-7/8" |

TRIM SIZE IS 8-1/8" X 10-3/4"

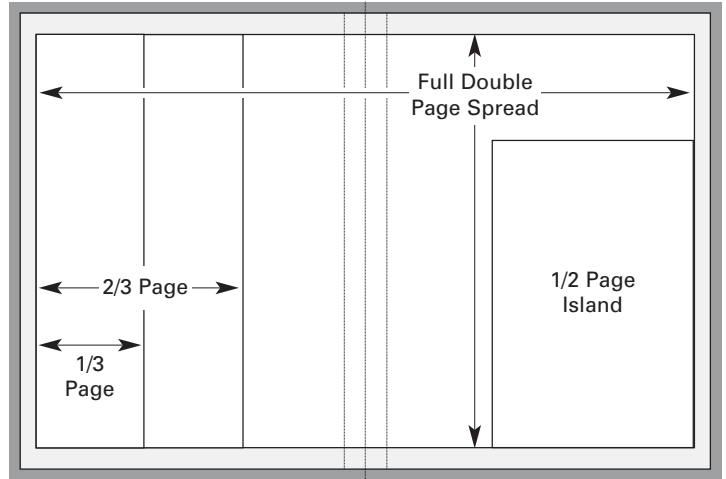
* BLEED SIZE is 8-5/8" x 11-1/4" (includes 1/4" bleed) and 1/2" live area

** BLEED SIZE is 16-3/4" x 11-1/4" (includes 1/4" bleed) and 1/2" live area and 1" gutter

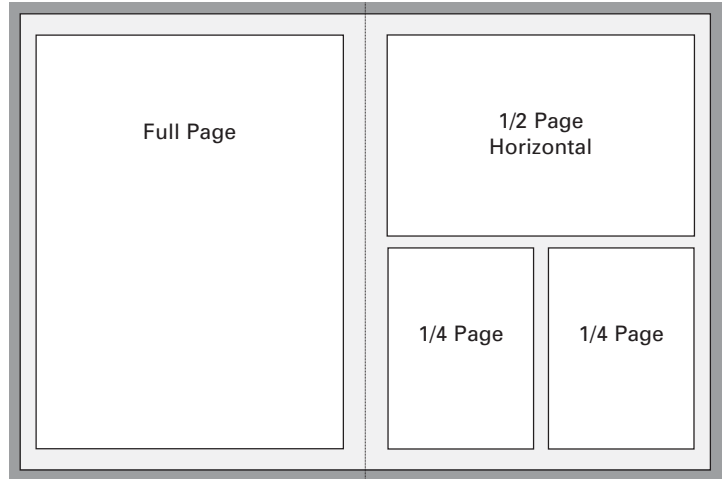
DATES TO NOTE

| ISSUE | SALES DEADLINE M/D/Y | MATERIAL DEADLINE M/D/Y | STREET DATE week of M/D/Y |
|---------------|----------------------|-------------------------|---------------------------|
| Oct/Nov 2006 | 08/11/06 | 08/18/06 | 09/25/06 |
| Dec 06/Jan 07 | 09/13/06 | 09/20/06 | 11/20/06 |
| Feb/Mar 2007 | 12/08/06 | 12/15/06 | 01/22/07 |
| Apr/May 2007 | 02/02/07 | 02/09/07 | 03/19/07 |
| Jun/Jul 2007 | 04/06/07 | 04/13/07 | 05/22/07 |
| Aug/Sep 2007 | 06/8/07 | 06/15/07 | 07/23/07 |

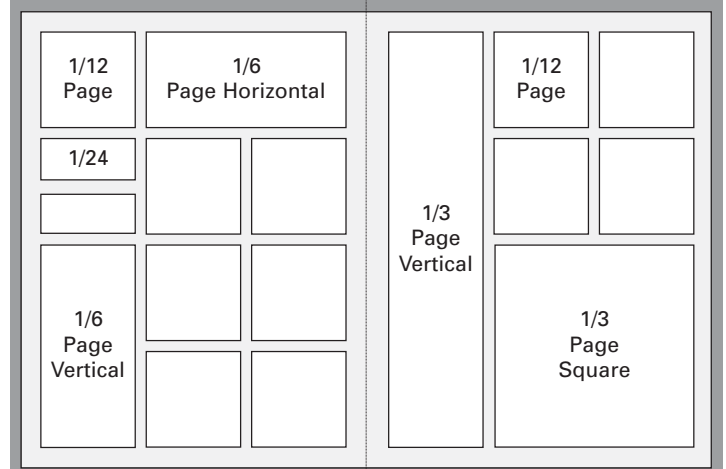
EDITORIAL & SPECIAL POSITION SECTION



EDITORIAL & SPECIAL POSITION SECTION



COWBOY MARKET



DIGITAL REQUIREMENTS – PRINT

Tanner Young Publishing Group will not assume any responsibility for advertising reproductions that do not conform to the requirements listed below.

FILE REQUIREMENTS

- All ads must be supplied as digital files. Acceptable file formats are high resolution (300 dpi) PDF, Quark Xpress 7.0 or 6.5, Adobe Illustrator CS2, Photoshop CS2.
- Do not reduce images in Quark: all images must be 100% in their final size. Convert type to outlines for all Adobe Illustrator files. All screen/printer fonts must be included with digital file(s). All support images must be converted to CMYK (NO RGB). Supply support images high resolution (300dpi) as a TIFF or EPS, no JPEG.
- All colours to be CMYK (NO RGB or PANTONE® Process).
- Ensure trim, bleed and centre marks are visible – no marks included in the “live” area. For bleed ads, all live matter must be kept a minimum of 1/2” away from the trim. Publisher reserves the right to crop 1/4” from either side of bleed ads to compensate for left- or right-hand page.

PROOFING REQUIREMENTS

- Digital proofs ONLY such as Iris or Pictro are required by Tanner Young Publishing Group as a guide to colour reproduction.
- We will not be held responsible for poor colour

reproduction when a proper colour proof is NOT supplied. Colour lasers, tear sheets and black/white lasers are not acceptable for reference.

- All digital proofs MUST be generated from final file format supplied to Tanner Young Publishing Group for reproduction.

PHOTOGRAPH REQUIREMENTS

- For 1/4 page ads and smaller, size of photographs should be minimum 4”x 6” at 300 dpi. Photographs for half-page and full-page ad should be minimum 8”x 10” at 300 dpi.

SPECIAL NOTES

- Changes to ad material will be made by the Publisher only on written instruction from the agency or client, and all changes must be received at least 30 days prior to cover date. Proofs incorporating such changes will be sent to the agency or client for approval. Publisher assumes no responsibility for errors and omissions resulting from changes. Tanner Young Publishing Group endeavours to comply with all advertisers’ changes. However, the publication cannot be responsible for additional copy/design changes to client-approved final proofs.
- Publisher reserves the right to refuse any

advertisement for any reason whether or not such matter has previously been accepted or published.

DELIVERY OPTIONS

- Digital proof MUST accompany all final file format delivered via email or posted to File Transfer Protocol (FTP) site.
- Supply advertisement(s) on a CD or DVD, deliver via email (maximum 6 MB) or post to FTP site.
- Please use compression software to avoid file corruption.
- To post files on the Tanner Young Publishing Group ftp site, email us confirmation and file name at traffic@tanneryoung.com. Maximum file size is 100 MB.

If uploading anything over 50 MB to the FTP site, please inform us before starting the upload.

Host: ftp.worldweb.com

User ID: wedmftp

Password: ●●●●●●

For password or other delivery inquiries, please call traffic at 780.465.3362 ext. 310 or email traffic@tanneryoung.com.

DIGITAL REQUIREMENTS – WEB

Tanner Young Publishing Group will not assume any responsibility for advertising reproductions that do not conform to the requirements listed below.

HOT LINKS

- Supply CCCM with destination URL

BUTTON ADS

- Size (width x depth): 120 pixels x 60 pixels
- Supply CCCM with destination URL

BANNER ADS

- Size (width x depth): 400 pixels x 90 pixels
- Supply CCCM with destination URL

SKYSCRAPER ADS

- Size (width x depth): 120 pixels x 600 pixels (Editorial pages)
- Supply CCCM with link destination URL

E-COMMERCE REQUIREMENTS

- CCCM has a variety of e-commerce opportunities available. Please call for more details

PHOTOGRAPHIC REQUIREMENTS

- Resolution set at minimum: 72 dpi
- Accepted file extensions: jpeg, gif, png, tiff
- Format: RGB

DELIVERY OPTIONS

- Email file and instructions to Cheryl Lindquist traffic@tanneryoung.com

CONTACT

- Direct all technical inquiries to Mike Treloar mike@tanneryoung.com

Phone 780 465 3362

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