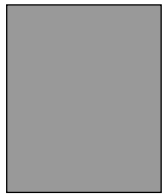


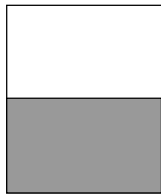
Leonard's Guide

Mechanical Specifications

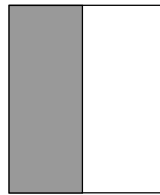
Print Advertising



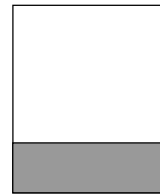
Full Page
(7 x 9-3/8 Inches)



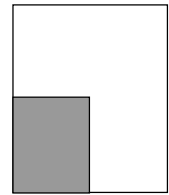
Horizontal
Half Page
(7 x 4-5/8 Inches)



Vertical
Half Page
(3-3/8 x 8-7/8 Inches)



Horizontal
Quarter Page
(7 x 2-1/4 Inches)



Vertical
Quarter Page
(3-3/8 x 4-5/8 Inches)

Hard Copy Submission

Negatives: UGF negative / right read - emulsion down (color separated if applicable)
Velox: Black ink on white stock (color separated if applicable)

Line screen: Uncoated stock - 100 line screen
Coated stock - 150 line screen

Trim size: Covers and inside pages - 8-3/8" x 10-7/8"
Two-page spreads - 16-1/2" x 10-7/8"

Electronic Submission

Ads may be submitted on Floppy Disk, CD, DVD, Zip Disk (100 or 250mb), Jazz Disk (1 or 2gb), or by E-mail (2mb maximum attachment size). Ads must include the original fonts used to create the ad as well as all artwork, logos and photos in high-resolution (300 dpi) JPEG, TIFF or EPS format. Ads must include a printed color proof for verification, including color separation if applicable.

Accepted Formats

High Resolution PDF
Adobe Illustrator 8.x, 9.x & 10.x (Mac & PC)
Adobe InDesign 1.5 & 2.x (Mac & PC)
Adobe PageMaker 6.x & 7.x (Mac & PC)
Adobe Photoshop 5.x, 6.x & 7.x (Mac & PC)
Macromedia Freehand 8.0 & 9.0 (Mac & PC)
Quark Xpress 3.x, 4.x & 5.x (Mac & PC)

Website Advertising



Single banner ads
225 x 60 pixels
GIF format



Double banner ads
466 x 60 pixels
GIF format



Weblink logos
60 x 40 pixels
GIF format

Contact our production department in Arlington Heights, Illinois at (847) 797-8101 for additional information.