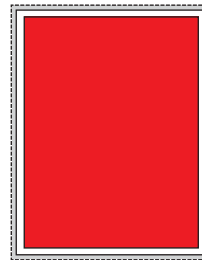


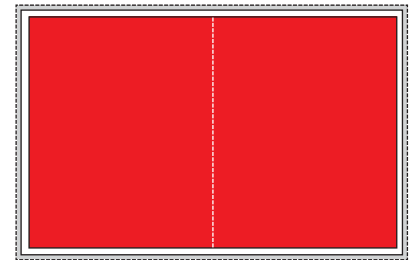
2009 PLAYTHINGS MEDIA KIT MECHANICAL REQUIREMENTS

Publication Trim Size: 10.5" x 13.5"
Unit sizes are in inches

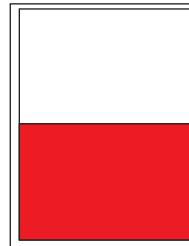
	Width	Depth
Tab Page Bleed	10.75 x	13.75
Tab Page Non-Bleed	9.625 x	12.5
Tab Spread Bleed	21.25 x	13.75
Tab Spread Non-Bleed	20 x	12.5
1/2 Page Horizontal	9 x	6.25
1/2 Spread Horizontal	20 x	6.25
Super Strip	9.625 x	4.625
Super Strip Spread	20 x	4.625
Jr. Page Vertical	6.625 x	9.5
1/2 Page Vertical	4.5 x	12.25
1/4 Page	4.5 x	6.125
1/3 Page Vertical	3 x	12
1/4 Page Horizontal	9 x	3
1/4 Page Vertical	2.125 x	12



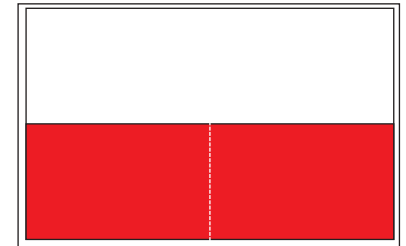
Tabloid Page



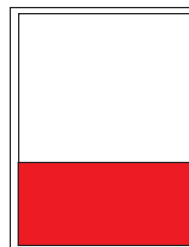
Tabloid Spread



1/2 Page Horizontal



1/2 Spread Horizontal

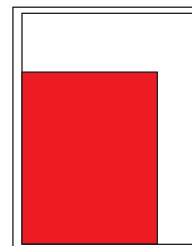


Super Strip

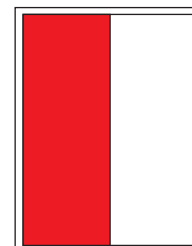


Super Strip Spread

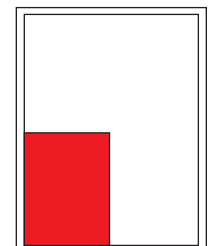
All live matter must be kept 1/4" in from trim size.
For full page bleed trim, add an additional 1/8" bleed on all sides.



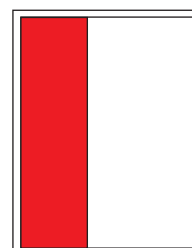
Jr. Page Vertical



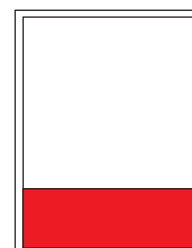
1/2 Vertical



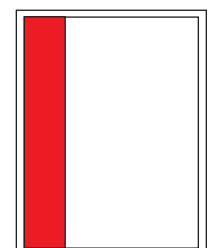
1/4 Page



1/3 Vertical



1/4 Horizontal



1/4 Vertical



BETSY KOMES ph: 626-339-7089 betsy.komes@reedbusiness.com

Playthings

2009 PLAYTHINGS MEDIA KIT AD MATERIALS REQUIREMENTS

PLATFORM: Macintosh or PC

MEDIA ACCEPTED:
Zip or CD-ROM disks

SUPPORTED APPLICATIONS:

Preferred file format is high resolution, press ready pdf X1A (300 dpi); Quark 6.5/lower, PhotoShop CS2/lower and InDesign CS2/lower, Illustrator CS2/ lower (To ensure reliable output always "Create Outlines" when using fonts in Illustrator and InDesign)

OTHER APPLICATIONS:

High resolution pdf X1A (300 dpi). When creating an ad in an application other than one of the above stated, your file should be saved, exported or printed as an EPS with all fonts and hi-resolution images embedded or as hi-res pdfs.

GRAPHICS:

Raster File Resolution (Photos) 300 DPI saved in Tiff or EPS format. Do not compress graphics using JPEG or LZW. Include all placed graphics on disk. Do not embed images in your file. All images must be saved at the same size, as they will appear in your advertisement.

FONTS:

Include all fonts on disk (printer and screen fonts). Please use Adobe Type 1 fonts ONLY. DO NOT use Multiple Master fonts or True Type fonts. Adobe Type 1 fonts will be substituted for Non-Adobe or True Type fonts, if necessary.

COLOR:

Color images should be saved in CMYK format unless a matched Pantone color has been purchased. If a spot color is used, please note the color on your proof and make sure process color separations are not chosen. RGB or PMS color in documents should always be converted to CMYK breakdowns unless PMS spot color has been specifically purchased.

PROOFS:

Please send a Kodak Approval or Iris for all 4-color ads or laser print for black & white ads with your disk. If no proof is provided the printer will run color according to SWOP color densities.

TRAPPING:

Do not trap files. If necessary this will be done through Reed's production department.

AD SIZE:

Crop marks for full-page ads should be at trim size. Fractional ads should set up exactly to sizes published in the media kit or as posted on the web site. Bleed ads should extend beyond trim crop marks by 1/8 inch on all sides.

Production charges will be incurred if alterations exceed a 1/2 hour due to errors in ad size, type, color space, or file format. Charges are subject to an hourly rate. Please consult production manager for rates. Please include a Kodak/Iris or color equivalent with your files. If there is not a Kodak/Iris or viable color proof, Reed will not be responsible for ad reproduction. Please indicate the issue date; also include a contact name, phone number and address with the digital ad.

PREFERRED METHOD OF AD TRANSFER:

We prefer that you upload your ad as a high-resolution ("press ready") pdf to our website, www.Ads4Reed.com. Please note that, in order to use this free service, you must first create an account so that we have your contact information in case of a problem.

Please Ship All CDs, Color Proofs Or Other Ad Materials And Files To:

Chris Nicely
Reed Business Information
7025 Albert Pick Road
Suite 200
Greensboro, NC 27409
336-605-1058
jnicely@reedbusiness.com



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