2015 ADVERTISING SPECIFICATIONS

There are (2) sizes of ads acceptable for submission:

A.) Full Page: 4.75" x 7.75" (live area is 4.75" x 7.75")
B.) 1/2 Page: 4.75" x 3.75" (live area is 4.75" x 3.75")

There is NO bleed on either of the (2) ad sizes. You have the entire live area to work within, but may not extend images, graphics or text beyond the noted live area dimensions. We will position your ad on a 5.5" x 8.5" page respective to the ad size that is submitted. Convert all Pantone/PMS Spot and RGB Colors to CMYK before distilling.

Generate final ads as Print-Ready/Press-Quality PDFs via Adobe Acrobat Distiller with the following settings:

- Preset = Press Quality
- Embed all fonts
- Color = CMYK
- Image Resolution should be 300 ppi
- Image Quality Compression = Maximum
- Do NOT include crop marks, bleeds, or page information

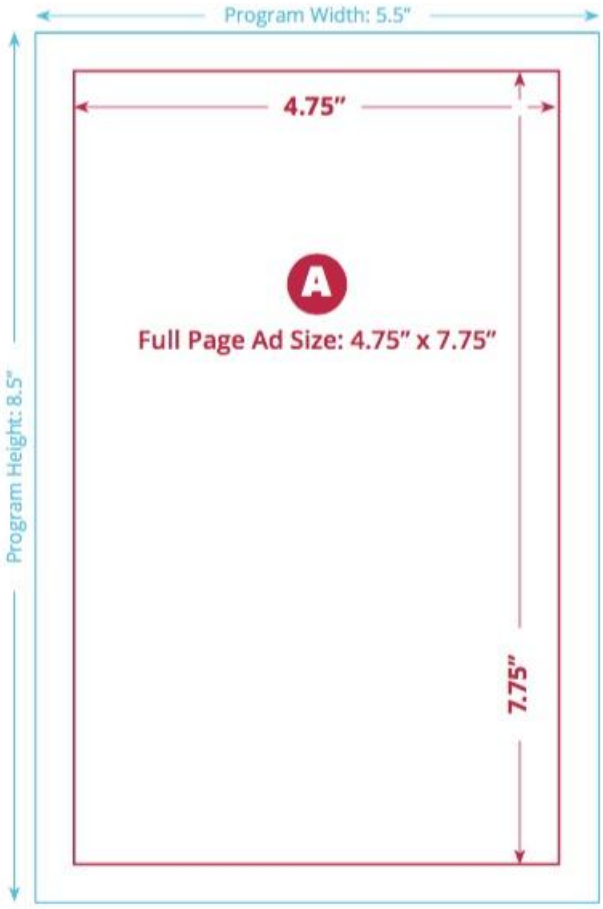
If you are placing logos or graphics into your layout, make sure they are of the highest quality available (CMYK Illustrator CS4 EPS files or 300 ppi TIFF/JPEG files). Avoid using GIFs. Do NOT use RGB files. This will help to ensure that your ad reproduces optimally. Ads will be reproduced exactly as they are supplied; we cannot manipulate your PDF file.

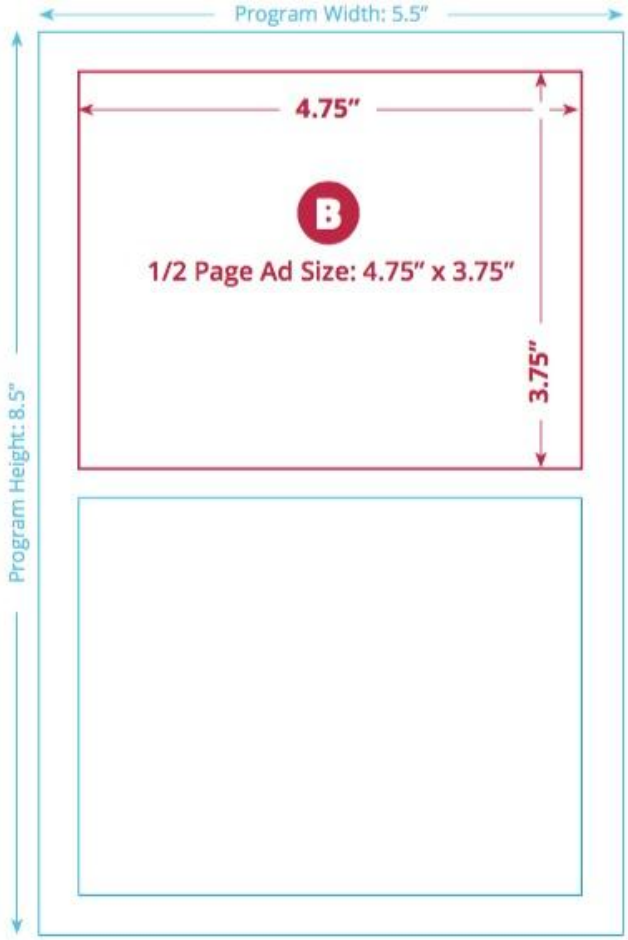
To help us keep track of your files, please name the PDF: Company_GTA2015_Ad_Date

Please email ads to Nathan Route at nroute@new-perspective.com no later than Monday, August 31, 2015.

Large files can be sent for FREE via https://www.hightail.com. Please send to the email address aforementioned. If you have a question about ad specifications, please contact Nathan Route.

See next page for ad layout diagrams.


Program Width: 5.5"
4.75"
A
Full Page Ad Size: 4.75" x 7.75"
7.75"
Program Height: 8.5"


Program Width: 5.5"
4.75"
B
1/2 Page Ad Size: 4.75" x 3.75"
3.75"
Program Height: 8.5"