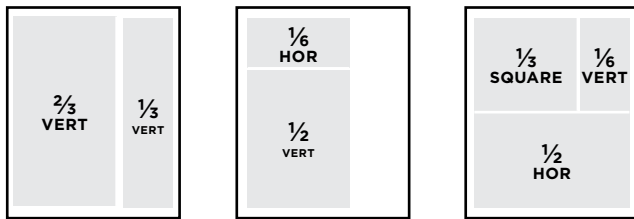
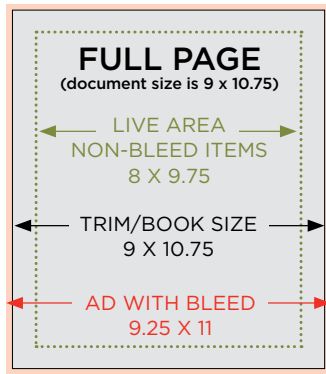


AD SPECS and MECHANICALS



AD SIZES

	width	x	height
Final Book Size	9"	x	10.75"
Full-page bleed	9.25"	x	11"
Full-page live area	8"	x	9.75"
2/3 page	5"	x	9.5"
1/2 page (horizontal)	8"	x	4.625"
1/2 page (vertical)	5"	x	6.75"
1/3 page (square)	5"	x	4.625"
1/3 page (vertical)	2.5"	x	9.5"
1/6 page (horizontal)	5"	x	2.5"
1/6 page (vertical)	2.5"	x	4.625"

QUESTIONS?

If you have questions, please call 612.548.3180 or email RCMAads@tigeroak.com.

MATERIAL REQUIREMENTS

PREFERRED FILE FORMAT: **PDF/X-1a**

Do not flatten your PDF. Any web addresses in your ad will not link in the digital edition if the ad is flattened.

Native files are discouraged, but we will accept InDesign CS files. InDesign's "Package" will ensure that fonts and images are included with the page layout document.

IMAGE RESOLUTION/COLORS

Images must have a resolution of 300 DPI placed at 100%. All Pantone and RGB colors must be converted to CMYK. Any ads with non-compliant colors will be converted to CMYK and color accuracy cannot be guaranteed.

FULL PAGE REQUIREMENTS

Live Area: Keep non-bleed images and text .5" in from the trim size to guarantee those elements will not be trimmed off.

Bleed: Elements intended to bleed off the page must extend a minimum of .125" beyond the trim.

Export Settings: Do not use crop marks. If they are used, an offset of .25" or greater is required. Define document bleed settings at .125" on all edges.

AD MATERIALS SUBMISSION

Email: RCMAads@tigeroak.com

Max file size 5 MB. Include name of advertiser and issue of publication.

Upload: www.wetransfer.com

- Click the "Take me to free" button
- Click "I agree" to the Terms and Conditions and follow the instructions to "Add files" and "emails".
- Include advertiser name, issue of publication and a contact name/number in the message field.

You may also sign up for Dropbox free or use your existing account (www.dropbox.com)

Receipt of ad materials will be acknowledged within two business days. For ad design services, please allow up to five working days for a proof to be sent to you.