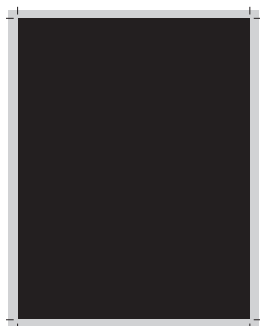


Send all art & CDs to  
B. Creative Group, Attn: Bryna Colley  
bryna@bcreativegroup.com

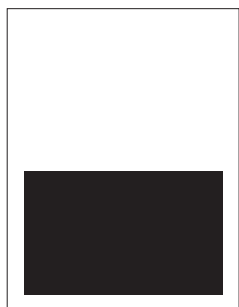
3500 Parkdale Avenue, Suite 18  
Baltimore, MD 21211  
**phone:** 443.524.7510  
**fax:** 443.524.7510



full page, non-bleed  
(7.25" x 10" )



full page, bleed  
8.5" x 11" trim size  
w/ .125" bleed  
(total size: 8.75" x 11.25")



1/2 pg horizontal  
(7.25" x 4.5" )

### AD SIZE SPECIFICATIONS

|  | WIDTH | HEIGHT |
|--|-------|--------|
| Full page, bleed<br><small>Please include .125" bleed and crop marks</small> | 8.5"  | 11"    |
| Full page, Non-bleed   | 7.25" | 10"    |
| 1/2 page (horizontal)  | 7.25" | 4.5"   |

### PRODUCTION INFORMATION

- Trim Size: 8.5" x 11"
- Live Area: .5" from trim all around
- Resolution: 300 dpi /133-150 line screen recommended
- Binding: Saddle-stitched
- Materials: Adobe Acrobat PDF Press Ready file (CMYK)  
Adobe InDesign file with fonts/support files  
Adobe Illustrator file with fonts turned to outlines and images imbedded

\*If emailing a PDF, please fax hard copy of ad to 443.524.7512

If you are supplying a four color ad via PDF, please use the Overprint Preview and or Separations Preview in Adobe Acrobat to assure the ad will separate properly for printing. NISO is NOT responsible for correcting supplied ads.

NISO is NOT responsible for POOR QUALITY reproduction of ads if a laser print is supplied as art.  
We strongly recommend you supply an electronic file accompanied by a laser hard copy.