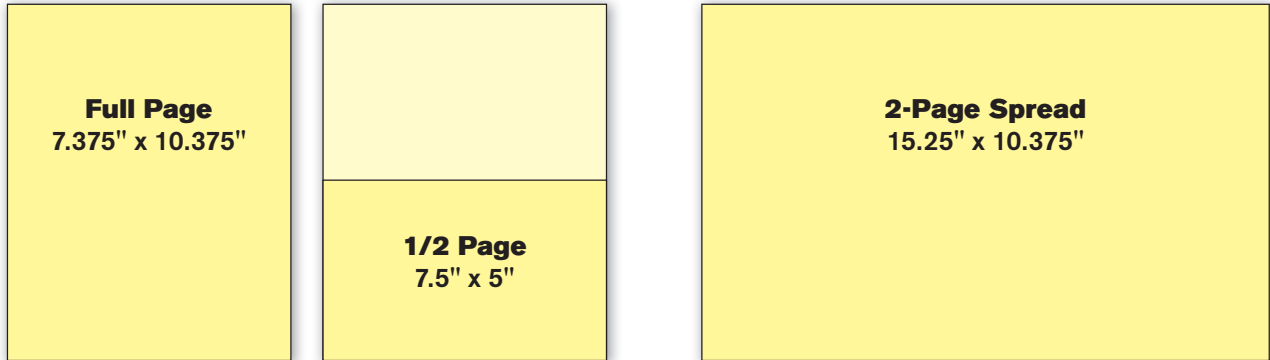


PROFESSIONAL BUYER'S GUIDE™

ADVERTISING SPECIFICATIONS

AD SIZES



Ad Sizes	Width x Height
Full Page	7.375" x 10.375"
1/2 Page	7.5" x 5"
2-Page Spread	15.25" x 10.375"

All critical ad content should be kept .25" from all trim.

Advertising Specialty Institute accepts only PDF format files (PDF/X1a is preferred)

All files must be submitted via www.asicentral.com/admaterials

When uploading:

Choose the correct ad size. If your ad is a spread set up as 2 separate files, upload each as a full page, do not choose spread. Indicate left and right sides in the file name.

If you have any questions, please contact your ad coordinator for assistance.

Supply a SWOP standard color proof to ensure the most accurate printing of your ad. Reproduction of exact color cannot be guaranteed.