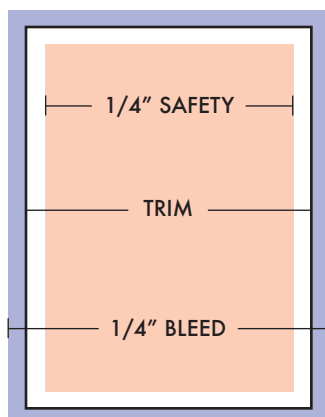


Inside Tennis 2010 ADVERTISING MATERIAL SPECIFICATIONS

Complete in-house creative services are available including copywriting, design, and layout. Call for details.
For our January Yearbook issue, please consult our Yearbook Specifications as ad sizes are different.



INSIDE TENNIS FULL-PAGE (w x h)

TRIM: **9.375" x 12.375"** ($9\frac{3}{8}" \times 12\frac{3}{8}"$)

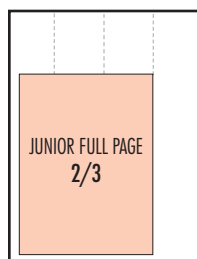
SAFETY: leave 1/4" safety around edges to avoid clipping.

BLEED: extend image a 1/4" off each edge for bleeding.

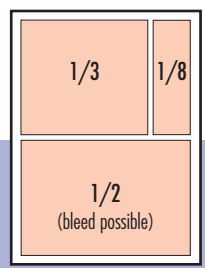
SPREAD: the 2-page trim is 18.75" x 12.375"

AD DIMENSIONS - FRACTIONALS (w x h)

Please make borders to these exact dimensions. Production charges may be incurred if Inside Tennis is required to re-size incorrect ad files.
Editorial layout is 4-column. Some additional shapes & bleeds available, please consult our Complete Ad Sizes list for details.



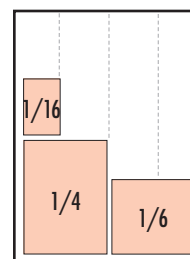
2/3-PAGE:
6.4375" x 8.6875"



1/2-PAGE:
8.625" x 5.6875"

1/3-PAGE:
6.4375" x 5.6875"

1/8-PAGE:
2" x 5.6875"



1/4-PAGE:
4.25" x 5.6875"

1/6-PAGE:
4.25" x 3.6875"

1/16-PAGE:
2" x 2.75"

AD DEADLINES

Issue	Materials due
JAN/FEB	See Yearbook Specs
MARCH	2/11/10
APRIL	3/11/10
MAY	4/8/10
JUNE	5/6/10
JULY	6/3/10
AUGUST	7/1/10
SEPTEMBER	8/5/10
OCTOBER	9/9/10
NOV/DEC	10/14/10

PREPARATION

REGISTRATION MARKS: 1/4" offset

PREFERRED FORMAT: PDF (high-resolution with fonts embedded)

PLEASE NOTE: (FOR NEWSPRINT) Max color density is 220%. Avoid oversaturation of CMYK backgrounds with knockout/reversed type. Type on a 4-color background should be no smaller than 8pts (serif). Type on single color background should be no smaller than 6pts (serif).

PRINTING SPECIFICATIONS

MAGAZINE PAGES:

Printing Process: Open Web, stochastic

Stock: uncoated, reBrite newsprint

Dot Gain: 20%

Maxtone Density: 220%

Binding: Saddle-stitch

COVERS:

Printing Process: Heat Set

Stock: gloss

Dot Gain: 5-8%

Maxtone Density: 320%

Line Screen: 150 line

SUBMISSION

(1) Upload to Inside Tennis FTP: call for details

(2) Email PDF to ads@insidetennis.com

or (3) Mail to Attention: Advertising, 2220 Mountain Blvd, Suite 200, Oakland, CA 94611

For more info, please call (510) 530-2200 ext. 102 or email ads@insidetennis.com