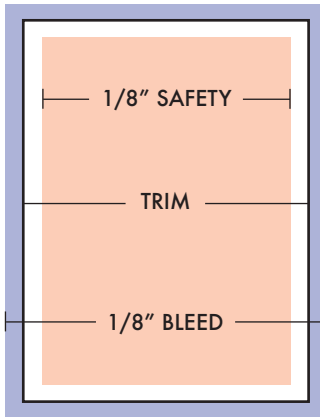


Inside Tennis 2010 YEARBOOK

ADVERTISING MATERIAL SPECIFICATIONS

Complete in-house creative services are available including copywriting, design, and layout. Call for details.

PLEASE NOTE: the Jan/Feb Yearbook is a different size than our regular monthly editions.



INSIDE TENNIS YEARBOOK FULL-PAGE (w x h)

TRIM: **8.375" x 10.875"** ($8\frac{3}{8}" \times 10\frac{7}{8}"$)

SAFETY: leave 1/8" safety around edges to avoid clipping.

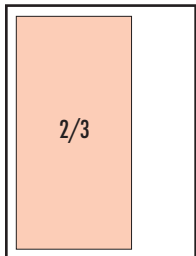
BLEED: extend image a 1/8" off each edge for bleeding.

SPREAD: the gutter is 1/4", the 2-page trim is 16.75" x 10.875"

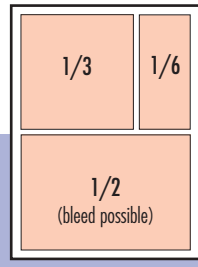
AD DIMENSIONS - FRACTIONALS (w x h)

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 3-column. Some additional shapes & bleeds available, please consult our Complete Ad Sizes list for details.



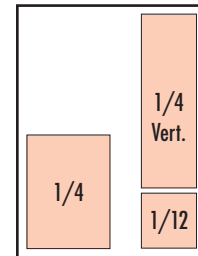
2/3-PAGE:
4.9375" x 9.75"



1/2-PAGE:
7.5" x 4.75"

1/3-PAGE:
4.9375" x 4.75"

1/6-PAGE:
2.375" x 4.75"



1/4-PAGE:
3.625" x 4.75"

1/4-PAGE (VERT.):
2.375" x 7.25"

1/12-PAGE:
2.375" x 2.25"

SUBMISSION

Ad Materials DEADLINE: **DECEMBER 10TH, 2009**

Materials should be submitted in PDF format either by:

(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**