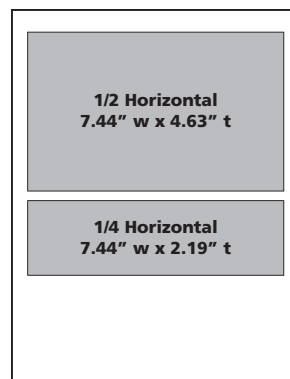
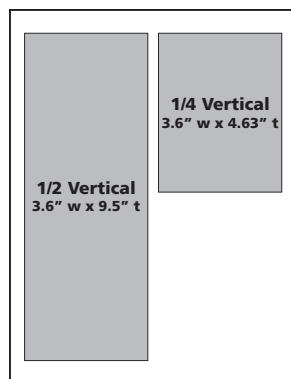
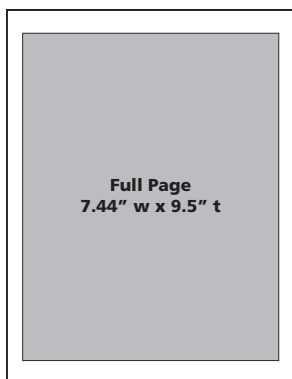
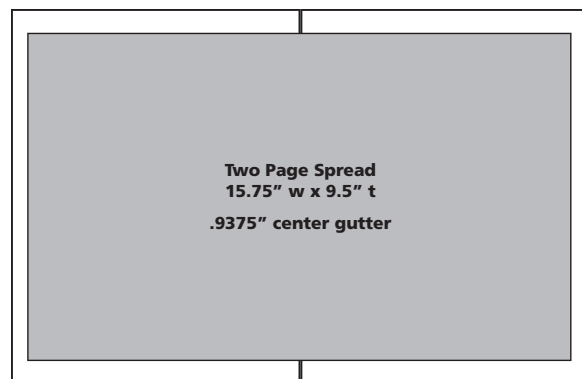
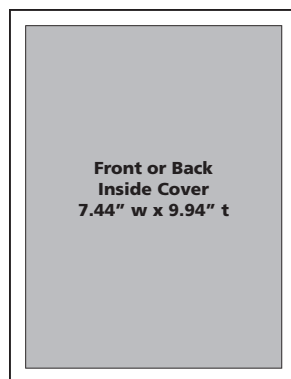
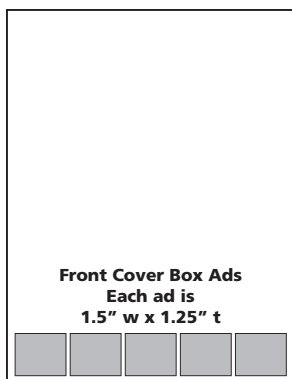


### AD DIMENSIONS

Ad Size	Dimensions (width x height)
Front cover box ad (based on availability)	1.5" x 1.25"
Front, inside cover (see representative)	7.44" x 9.94"
Back, inside cover (see representative)	7.44" x 9.94"
Two-page spread	15.75" x 9.5" (with a .94" center gutter)
Full page	7.44" x 9.5"
1/2 page horizontal	7.44" x 4.63"
1/2 page vertical	3.6" x 9.5"
1/4 page horizontal	7.44" x 2.19"
1/4 page vertical	3.6" x 4.63"

**Note:**

CHOICE has updated and streamlined available ad sizes. Contact your sales representative with questions or to request full size samples of the new sizes.



CHOICE can provide complimentary assistance in designing an ad for you.

If you are submitting digital/camera-ready artwork, please see next page for ad specs.

**AD SUBMISSION  
DEADLINE:  
MARCH 20, 2009**

## ADVERTISING SPECS

If you wish to create and submit your own ad, please follow these guidelines:

### All ad submissions MUST include:

- A high resolution PDF of your ad, at 300 dpi at final size, and in CMYK

### We can also accept native files created in:

*(be sure to include all linked images and fonts)*

- InDesign (versions CS3 or earlier)
- Illustrator (versions CS3 or earlier)
- Photoshop (versions CS3 or earlier)
- Freehand (versions MX or earlier)
- PageMaker (all versions)

### We're sorry, but we CANNOT accept ads created in:

- Quark
- Publisher *(Publisher files may be submitted if you wish CHOICE to help recreate your ad; however, you must also send all fonts and the original images / graphics you inserted into the file)*

### General specifications:

Ads that do not meet these specifications will be rejected.

**Color:** All ads should be in CMYK. Please make sure all placed images / graphics are also in CMYK.

**Very important:** convert all Pantone colors, **including Pantone colors in placed images / graphics** to CMYK prior to submitting artwork.

**Border:** All ads smaller than a full page ad require a border. We will add one prior to publication if your ad isn't submitted with a border.

**Low resolution or RGB:** Ads using low resolution, RGB (typically gif and jpgs), or images and graphics with Pantone colors will be rejected.

### Submitting ads:

Files may be submitted in either Macintosh or PC format on 100MB Zip disks, CDs, or DVDs. For Mac users, please format CDs to be readable on both Macs and PCs.

#### Send ads by mail:

CHOICE Advisory Services  
Attn: CHOICE Guide  
PO Box 12494  
Mill Creek, WA 98082-0494

#### Send ads by email:

Please note: We can only accept ads via email if they are 5 MB or less. Please zip or stuff files prior to emailing.

Email to: [graphics@choiceadvisory.com](mailto:graphics@choiceadvisory.com)

#### Send ads by FTP:

Direct your web browser to:  
<http://ads.choiceadvisory.com>  
and follow the instructions. Please zip or stuff files prior to uploading them to the FTP site.

### Questions?

Please call our business office at 800-361-0138 or email [graphics@choiceadvisory.com](mailto:graphics@choiceadvisory.com).