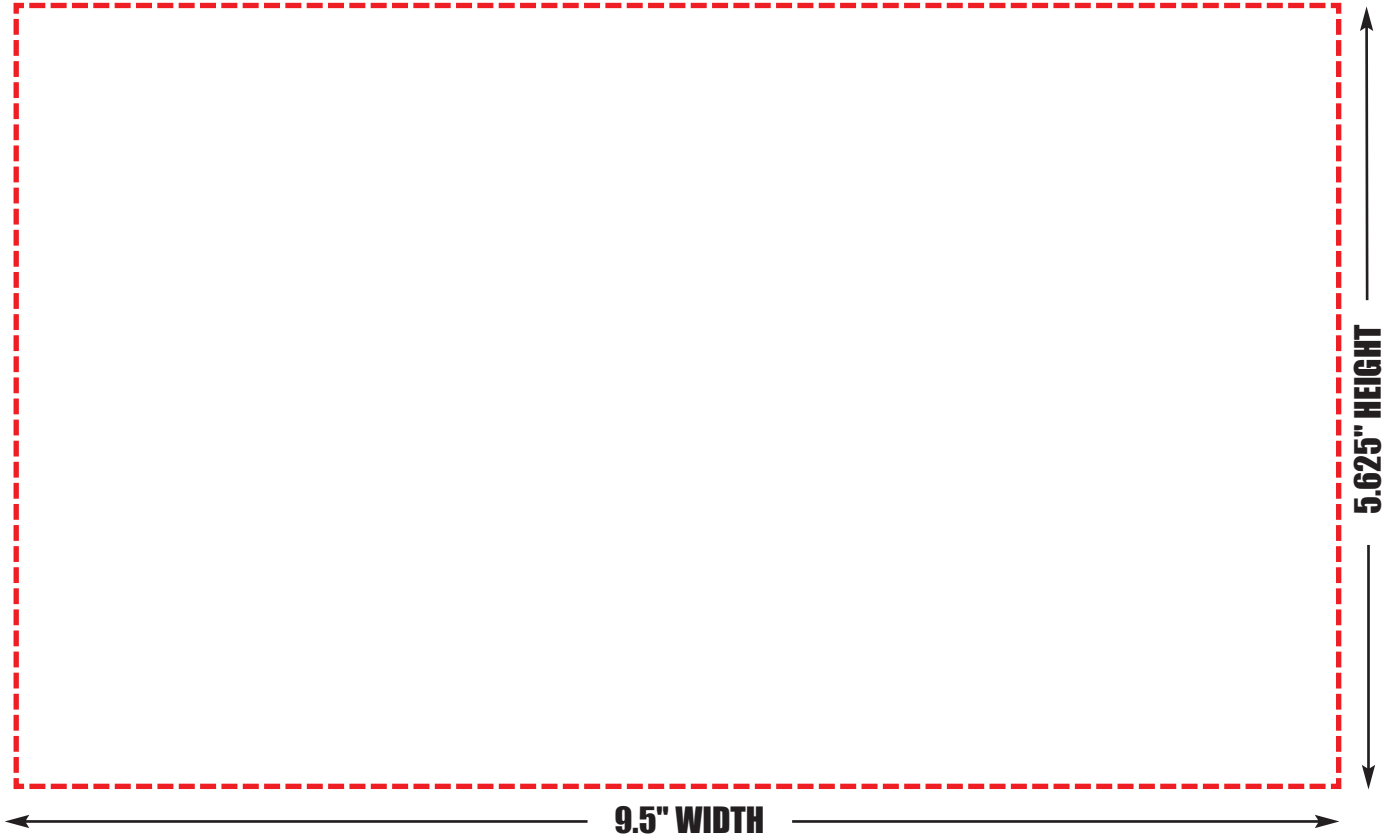


## 1/2 page Horizontal Layout



### AD SUBMISSION

Ads must be submitted on CDs or via the Ad Portal (<http://www.nichemediallc-adportal.com>). Please send CDs in hard cases to avoid damage to disk. Film will not be accepted.

Please send CDs to:

**Niche Media**  
**Attn: Traffic Department**  
**2360 Corporate Circle, 3rd Floor**  
**Henderson, NV 89074**  
**Telephone: 702.990.2693**

### UNACCEPTABLE APPLICATIONS

**NO** Microsoft Word, word processing, TIFF-IT, CT/LW, or PC-based files will be accepted.

### GRAPHICS

Convert all RGB graphics to CMYK values. EPS, JPEG, PDF, and TIFF files are accepted. All images should be a MINIMUM of 300 dpi and should be supplied at FINAL size.

### FONTS

Include a copy of ALL fonts used in your files. If EPS images are linked, be sure to include all linked fonts as well. Be sure to include both printer fonts and screen fonts for your files. All fonts must be Postscript Type 1. True Type and Multimaster format will **NOT** be accepted.

### DIGITAL AD SPECS

All electronic ads must be Macintosh compatible and accompanied by a contract proof (dot-based) such as Kodak Approval or CREO Spectrum. All color proofs must meet SWOP standards; we suggest using a color bar for accuracy. Niche Media is not responsible for ads sent without proofs, or ads not meeting our electronic submission requirements. A design fee will be incurred for any work Niche Media does on behalf of the customer. Advertising materials delivered beyond deadline are subject to additional charges.