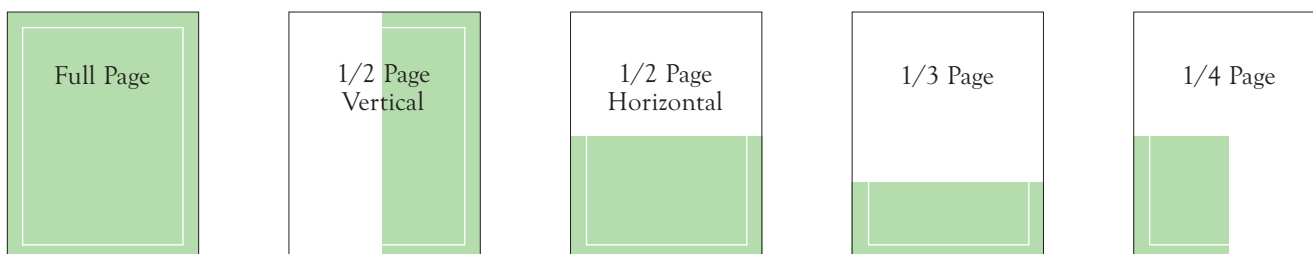


## Advertising Sizes



Ad Size	Bleed Size	Non-Bleed Size-Live Area	Classifieds	No. of Words
Full Page	8 1/2" x 11"	7 1/2" x 10"	1/8 Page	150 words (including headline)
1/2 Page Vertical	4 1/8" x 11"	3 5/8" x 10"	1/16 Page	65 words (including headline)
1/2 Page Horizontal	8 1/2" x 5 3/8"	7 1/2" x 4 7/8"		
1/3 Page	8 1/2" x 3 1/2"	7 1/2" x 3 3/16"		
1/4 Page	4 1/8" x 5 3/8"	3 5/8" x 4 7/8"		

**Note** For Bleed Size Ads, add 1/8" bleed all around.

## Advertising Specifications

**Data** All ads must be supplied digitally in QuarkXpress, Macintosh compatible with supporting fonts and files from Adobe Illustrator 9.0 and Photoshop 6.0. All disks must be accompanied by a matchprint or similar color proof. Materials will be accepted on Zip Disks 100 or CD Roms.

**Printing Process** Four-color process.

**Inserts** Size 8 5/8" x 11 1/4" (including bleed). Inserts must be furnished complete and untrimmed. Please provide a sample for approval prior to insertion. Contact our sales representative for pricing, quantities and a quote on inserts to be printed by Rolling Pin Cruise.

**Deadlines** Materials should be supplied no later than the 7th day of each month.

**Shipping Instructions** Advertisers may supply materials via email to [advertising@rollingpincruise.com](mailto:advertising@rollingpincruise.com) or by mail to Rolling Pin Cruise, Inc., c/o Art Department, 1825 Ponce de Leon Blvd. No.493, Coral Gables, FL 33134-4418, USA. For more information contact Simon Worgotter at 305-576-0300.

## Terms & Conditions

**Cancellations** must be submitted in writing and shall not be considered accepted until confirmed by the publisher. Cancellations or changes in orders will not be accepted after the closing date on the 10th day of each month.

**Payment** for advertising orders must be remitted in full, on or before the closing date. A 2% fee will be charged for late payments. The publisher reserves the right not to publish advertisements if payment is not made in full by the closing date.

**Material Storage** will be provided for a period of 2 months after use. If disposal instructions are not received by the end of this period, materials will be destroyed.

**Publisher's Right of Refusal** Advertising may be refused if the contents are felt to be inappropriate for our media. Rolling Pin Cruise possesses no liability for damage to reputation attributed to the content of advertising, violation of copyright or other problems that may develop.