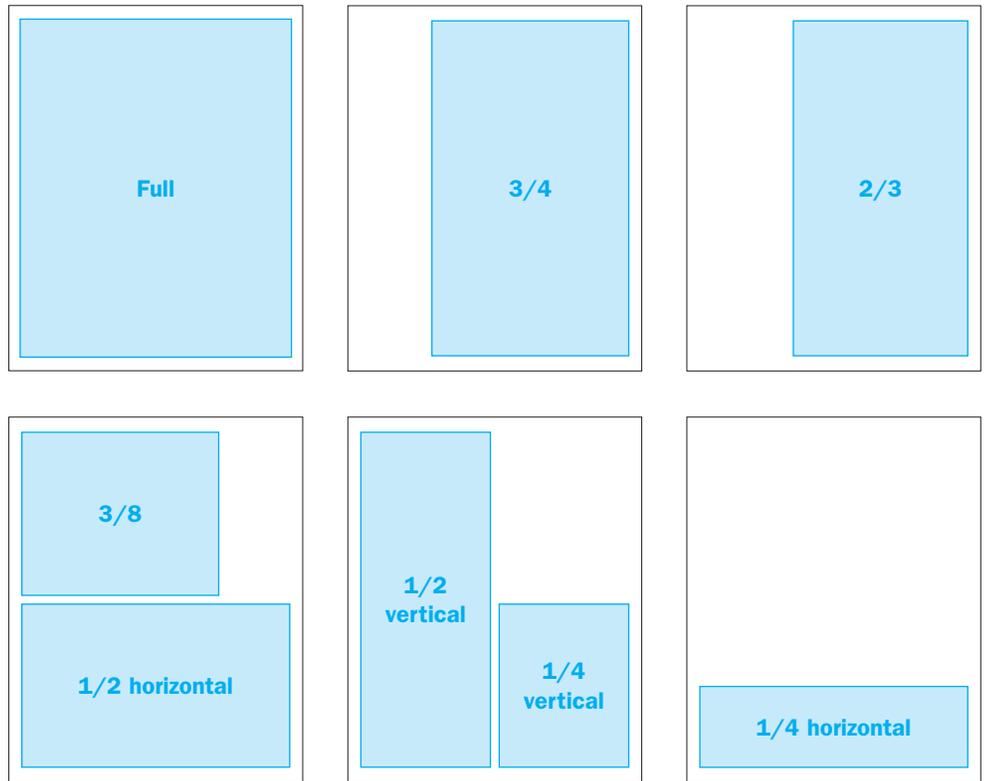


Standard ad sizes:

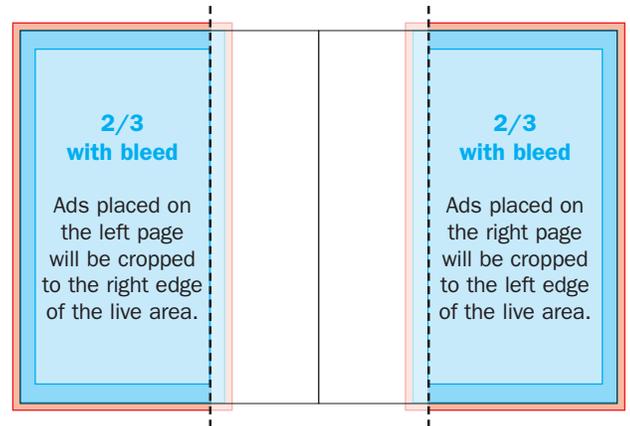
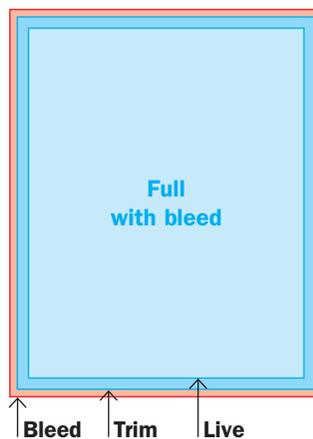
Standard ads do not touch the edges of the page. Ads must be built to the correct size.

| Ad size | width × height |
|-----------------------|-----------------|
| Full | 9" × 11.25" |
| 3/4 | 6.625" × 11.25" |
| 1/2 horizontal | 9" × 5.5" |
| 1/2 vertical | 4.375" × 11.25" |
| 3/8 | 6.625" × 5.5" |
| 1/4 horizontal | 9" × 2.75" |
| 1/4 vertical | 4.375" × 5.5" |
| 2/3 | 5.875" × 11.25" |

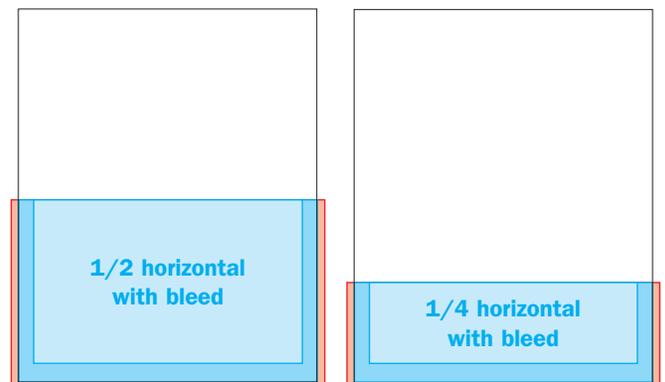


Bleeding ad sizes:

These ads extend to the very edge of the page. Ads must be built to the correct size. Keep any important text within the live area to avoid content loss during trim.



| Ad size | Live area | Trim | Bleed |
|-----------------------|-----------------|----------------|----------------|
| Full | 9.25" × 11.75" | 10" × 12.5" | 10.5" × 13" |
| 2/3 page | 5.875" × 11.25" | 6.875" × 12.5" | 7.375" × 13" |
| 1/2 horizontal | 9" × 5.5" | 10" × 6.125" | 10.5" × 6.375" |
| 1/4 horizontal | 9" × 2.75" | 10" × 3.375" | 10.5" × 3.625" |



Acceptable file formats:

1. "High Quality" or "Press Quality" PDFs are preferred. Any fonts must be embedded.
2. We work in the Adobe Creative Cloud on Mac OSX. We can accept native design files in Adobe InDesign, Illustrator or Photoshop. When sending native files, all images and fonts must be collected and sent with the file. We prefer that Photoshop files be sent as PDFs (please follow instructions for Photoshop below under fonts).

Be sure to follow the guidelines below for all images and fonts.

Images:

(Note: See "To ensure print quality" for important printing considerations)

File type: TIFF or highest-quality JPEG

Resolution: images/photos:
200 dpi

Rasterized line art (including logos):
1200 dpi (at least 600 dpi)
(Note: most Web images are only 72 dpi)

Color mode: Color ads:
CMYK (no RGB or spot)

Black and white ads:
All elements need to be grayscale

Fonts:

PDFs: Make sure all fonts are embedded.

Native files: Include all fonts with the files.

Photoshop: It is important to avoid rasterizing type. The best way to do this is to maintain type layers (do not flatten). Save your file as a "High Quality" or "Press Quality" PDF. Most importantly, choose "Preserve Photoshop editing capabilities" and embed all fonts. You can minimize file size by flattening any non-type layers that may be in the file.

To ensure print quality¹

The quality of reproduction is contingent upon the quality of materials furnished. It is important to Mainebiz that your advertisement looks its best. To ensure quality reproduction we offer the following guidelines. If you have any questions please email Matt Selva, art director, at mselva@mainebiz.biz.

- Blacks and grays need to be made with only black ink, not a CMYK mix.
- Colored type or white type on top of color backgrounds or color images should be at least 9 points. Type below 9 points may not hold registration.
- At least 20% variation of color is recommended when representing contrasting tones.
- The total ink density of colors should not exceed 240%. Photos with areas above 240% ink density may lose fine detail in those areas.

1 Mainebiz cannot hold its printer responsible for quality issues on ads that do not meet these minimum standards.

Hyperlinks in the Digital Edition

Any web address or URL within an ad will be automatically converted to a hyperlink in the digital edition of Mainebiz. The entire ad will not be linked—just the text of the web address or URL. The web address or URL will need to be in un-outlined text in order to be converted. A web address or URL flattened into an image or in text that has been changed to outlines will not be converted.

File submission:

Ads 10mb or smaller can be sent to adprod@mainebiz.biz. Ads or materials larger than 10mb can be sent as a link to a downloadable file on Google Drive, DropBox, or similar platforms.