

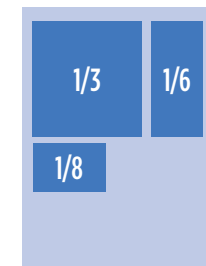
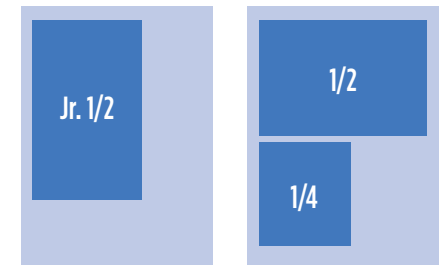
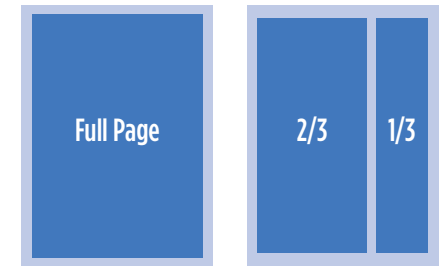
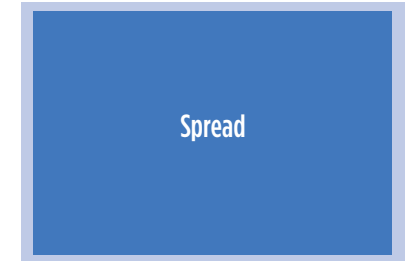
Print Ad Specifications

2015 Close Dates

Issue	Ads Close	Materials
Fall 2015	8/7/15	8/14/15
January 2016	11/6/15	11/13/15
Spring 2016	2/5/16	2/12/16
Back-to-School 2016	6/3/16	6/10/16

Standard ad sizes in inches

Size	Nonbleed	Bleed
Spread	14.75 x 10	16 x 11
Full Page	7 x 10	8.125 x 11
2/3 Page	4.5 x 9.625	
Jr. 1/2 Page	4.5 x 7.375	
1/2 Page Horiz.	6.875 x 4.75	8.125 x 5.5
1/3 Page Square	4.5 x 4.75	
1/3 Page Vert.	2.125 x 9.625	
1/4 Page Square	3.75 x 4.25	(Learning Showcase)
1/8 Page	3 x 2	(Catalog Mart)
1/6 Page	2.125 x 4.75	



Mechanical Requirements

PRINTING: Web offset. SWOP standards apply.

PUBLICATION TRIM SIZE: 7.875" x 10.75"

BINDING METHOD: Saddle-stitched

FORMAT: Press-quality PDF

RESOLUTION: 300 DPI

COLOR: CMYK

Keep live matter 3/8" from trim.

Check your files carefully before submission!
 Corrections made to digital files in order to meet printing specifications will incur additional charges to the advertiser.

Send print ad materials to Heather Crews:

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