



ADVERTISING MATERIAL INFORMATION

MECHANICAL REQUIREMENTS:

- Electronic Files:** Composite pdf files using Acrobat version 4.x and higher
Quark, Illustrator and/or Photoshop files accepted
- Proofing:** Match Print or Digital Proof (Kodak approval) -- *Institutional Investor Newsletters is not responsible for accurate color reproduction for advertisement supplied without a color-proof in conformance with SWOP (Standards for Web Offset Printing).*
A laser-proof output at 100% is acceptable for black & white advertisements only.
- Color Available:** CMYK process for 4 color or PMS Spot Color for 2 color (no RGB or ICC color profiles)
- PDF Resolution:** 2400 dpi
- Frequency:** 150 lpi
- Images:** High-resolution using 300 dpi or higher for screened images and 1200 dpi or higher for line art
EPS files with text require fonts converted to line art.
- Fonts:** Type 1 or 3 fonts (no TrueType fonts). For PDF files, fonts must be embedded in file

Available Ad Sizes	Trim Size	Non-Bleed Live Area	Bleed Page Size
Full page	8-1/2 x 11	8 x 10-1/2	4-sided - 9 x 11-1/2
Quarter page	4-1/4 x 5-1/2	3-3/4 x 5	2-sided - 4-1/2 x 5-3/4
Horizontal Half page	8-1/2 x 5-1/2	8 x 5	3-sided - 9 x 5-3/4
Vertical Half Page	4-1/4 x 11	3-3/4 x 10-1/2	3-sided - 4-1/2 x 11-1/2
Half page spread	17 x 5-1/2	16-1/2 x 5	3 sided - 17-1/2 x 5-3/4
Full page spread	17 x 11	16-1/2 x 10-1/2	4-sided - 17-1/2 x 11-1/2
Belly-Band	17-1/2 x 3-1/2	-----	-----

Space reservations and materials must be received 12 days prior to publication date.

Cancellations must be received 16 days prior to publication date.

Insertion orders must be submitted 12 days prior to publication date. (Advertisements will not run without an insertion order.)

PRODUCTION INQUIRIES & MAILING INSTRUCTIONS:

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GENERAL ADVERTISING INFORMATION:

Publisher's copy protective clause: Advertiser and advertising agencies assume liability for all content of advertisements printed (including text, representation and illustrations) and also assume responsibility for any claims arising therefore made against the publisher. The publisher reserves the right to reject any advertising which he/she feels is not in keeping with the publications' standards.

Restrictions: No deliberate attempt to simulate a publication's format is permitted. The publisher reserves the right to place the word "advertisement" above copy which resembles editorial matter.