

Crochet World®

PRODUCTION SCHEDULE & ADVERTISING SPECIFICATIONS

Print Production Schedule

ISSUE	Ad Closing Date	Materials Due Date	Mail Date	Newsstand Date
Jun 2010	02/23/10	03/02/10	04/06/10	04/27/10
Aug 2010	04/20/10	04/27/10	06/01/10	06/22/10
Oct 2010	07/13/10	07/20/10	08/24/10	09/14/10
Dec 2010	08/24/10	08/31/10	10/05/10	10/26/10
Feb 2011	10/26/10	11/02/10	12/07/10	12/28/10
SIP-Fall 2010	06/01/10	06/08/10	07/13/10	08/03/10

GENERAL INFORMATION: Advertising is subject to publisher's approval. All contracts and insertion orders are accepted subject to terms and regulations of rate card.

Cancellations must be in writing and requested 2 weeks prior to published closing date. Space is billed as reserved.

Publisher reserves the right to run a previous advertisement if new materials are not received by the materials due date. The word "Advertisement" will be placed with ad copy which, in the publisher's view, resembles editorial matter.

Publisher assumes no responsibility for errors or omissions in customer-provided materials and information, or for failure to publish due to late or missing materials.

Signature on insertion order acknowledges acceptance of the terms listed herein.

ELECTRONIC MEDIA: DRG operates on a Mac platform. PDF/X-1a or Press Quality PDFs are accepted for placement. Working files must include ALL: original files, images (linked, placed or supporting EPS files), collected fonts and PDF of finished ad.

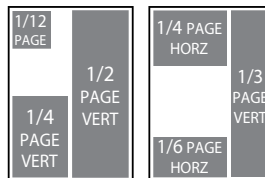
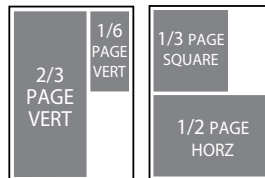
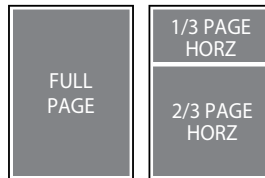
FONTS: All fonts used are to be supplied or converted to outlines.

IMAGES: Supply high-resolution images (300 dpi or better). Photoshop files, PSDs, PDFs, .tif, .jpg, or EPS files (DRG does not accept responsibility for the quality of low-resolution files).

COLORS: All colors must be CMYK. Spot or Pantone colors will be converted to CMYK. (DRG does not accept responsibility for color shifting during converting.) Any black elements (text, line art, etc.) should be 100% black, not rich or 4-color black.

SUBMITTING MATERIALS: Materials can be submitted through our web-based FTP site, or by e-mail if files are reasonable size (under 5MB). For information on our FTP site, contact your DRG Account Manager.

Note: All dates are subject to change.



Ad Dimensions

Full Page	Inches Wide	Inches High
Full Page Trim	8	10 3/4
Full Page Bleed	8 1/2	11 1/4
2/3 Page		
Vertical	4 5/8	9 1/2
Horizontal	7	6 1/4
1/2 Page		
Vertical	3 1/2	9 1/2
Horizontal	7	4 5/8
1/3 Page		
Vertical	2 1/4	9 1/2
Horizontal	7	3 1/8
Square	4 5/8	4 5/8
1/4 Page		
Vertical	3 1/2	4 5/8
Horizontal	4 5/8	3 1/2
1/6 Page		
Vertical	2 1/4	4 5/8
Horizontal	4 5/8	2 1/4
1/12 Page		
Square	2 1/4	2 1/4

MAILING INFORMATION:

Proofs and CDs may be mailed to:

DRG - Ad Sales
306 East Parr Road
Berne, IN 46711

ASSISTANCE:

If you need assistance or have any questions, do not hesitate to contact us:

Traci Garner
Advertising Traffic Coordinator
(877) 282-4724, ext. 352
Traci_Garner@DRGNetwork.com