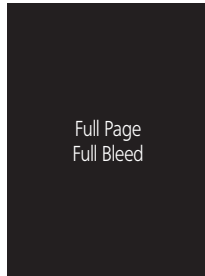


M A T E R I A L R E Q U I R E M E N T S

DISPLAY SPACE ADVERTISING DIMENSIONS



Full Page
Full Bleed

Full Page 8 3/8" x 10 7/8" (8.375" x 10.875") *

2/3 Vertical 4 3/4" x 9 29/32" (4.75" x 9.9063")

1/2 Horizontal 7 5/16" x 4 7/8" (7.3125" x 4.875")

1/2 Vertical 4 3/4" x 7 1/2" (4.75" x 7.5")



2/3 page

1/3 Vertical

1/3 box 4 3/4" x 4 7/8" (4.75" x 4.875")

1/3 Vertical 2 1/4" x 9 29/32" (2.25" x 9.9063")

1/6 horizontal 4 3/4" x 2 3/8" (4.75" x 2.375")

1/6 vertical 2 1/4" x 4 7/8" (2.25" x 4.875")

1/4 page 3 5/8" x 4 13/16" (3.625" x 4.8125") in New England Homes and Living Pages



1/3 Page Box

1/6 Vertical

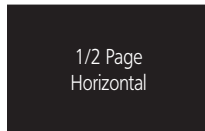
* add 1/8" on all sides for a full-page bleed

Acceptable File Formats:

Preferred: PDF (Adobe Acrobat version 4.0 or higher) Hi-Res (2400 DPI) with all fonts embedded with all colors in CMYK.

Adobe Photoshop 7.0 TIFF and EPS 300 DPI

Adobe InDesign CS2, Quark XPress (4.0, 5.0 or 6.0) for Mac conditionally accepted. Please contact Production Manager for details.

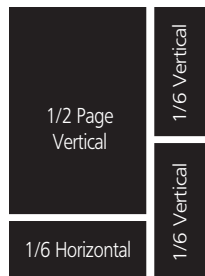


1/2 Page
Horizontal

Art Specifications:

All color images should be supplied CMYK (not RGB or PMS).

Line art should be supplied at 600 DPI, other photos should be supplied at 300 DPI (both at 100%).



1/2 Page
Vertical

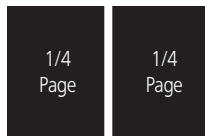
1/6 Vertical

1/6 Horizontal

1/6 Vertical

Proofs:

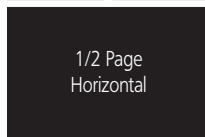
All camera-ready material and four-color advertisements should come with a publication-quality press digital proof. Please call to ask which proofs are acceptable. *Portland Magazine* will not be responsible for the color of any ad that did not arrive with an approved color proof.



1/4
Page

1/4
Page

Advertisers who supply material that is not digital-ready as defined above will be charged market rates for all production work required to produce digital-ready material. Please refer to costs of Copy Prep on the enclosed Rate Card. All advertising material is subject to approval.



1/2 Page
Horizontal

Any and all request changes or alterations to materials supplied to *Portland Magazine* by advertisers or their approved agents must be in writing and done so in accordance with the materials closing dates. Any and all material received or altered after the appropriate materials closing date will be subject to late handling charges. *Portland Magazine* will not be held liable for printing complications which may arise due to receipt of non-conforming materials.

PORTLAND™

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M E D I A K I T 2 0 0 8