

Mechanical/General Information

Publication:

The Keystone Professional is saddle-stitched with 8 1/2" x 11" trim size. 4 issues annually, printed the first week of March, June, September, and December.

Standard ad sizes in inches:

	Width	Depth
Full Page - Back Cover	8 1/2"	11"
Full Page - Editorial	7 3/4"	9 3/4"
Half Page		
Horizontal	7 3/4"	4 13/16"
Vertical	3 3/4"	9 3/4"
Quarter Page		
Horizontal	3 3/4"	4 13/16"
Vertical	1 13/16"	9 3/4"
One-eighth Page		
Horizontal	3 3/4"	2 3/8"
Vertical	1 13/16"	3 3/16"

Colour:

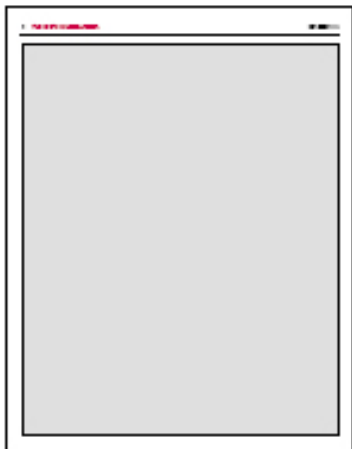
The Keystone Professional is printed in full colour, however, Black & White ads are still accepted. Please convert colours to CMYK.

Requirements:

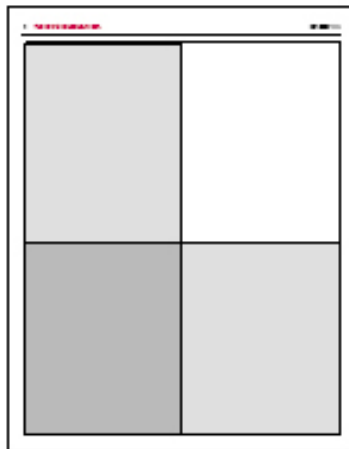
- Digital advertisement files supplied by email are preferred however CD's will be accepted. Disks will not be returned unless requested in advance. Include hard copy proofs, all screen and printer fonts, and images.
- Acceptable file formats are Adobe Illustrator EPS, Adobe Photoshop EPS or TIFF, and Press Optimized PDFs with all fonts embedded. Quark version 4 without X-tensions is also accepted.
- All images are to be 300 dpi or greater. We cannot accept ads designed in Microsoft Word or other word processing programs. Advertisements will not be included if ad must be created, altered or does not comply with digital requirements.

Mailing Dates for 2009 - 2010

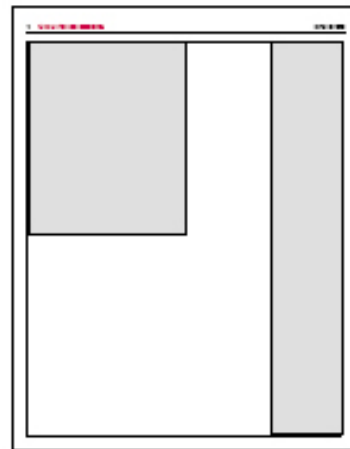
Issue	Deadline	Delivery
Fall 2009	August 1	Week of September 1
Winter 2009	October 31	Week of December 1
Spring 2010	February 1	Week of March 1
Summer 2010	May 1	Week of June 1



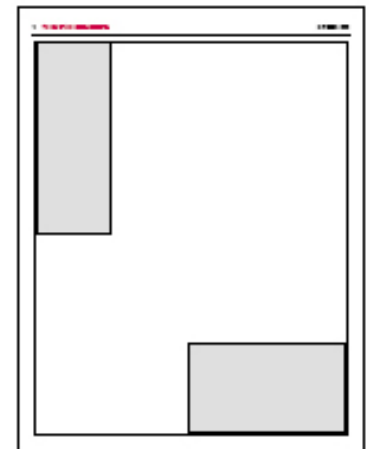
Full Page



Half Page



Quarter Page



One-eighth Page

Forward Material & Questions to:

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