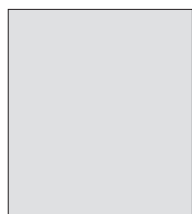


2016

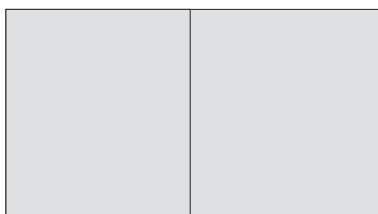
PRINT AD SPECS



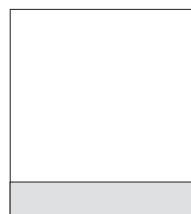
ATHLON SPORTS & LIFE is a press delivered, non-bleed magazine.
 Trim size is 8.250 x 9.375 inches. The full "live area" is 8.000 x 9.125 inches. There is a .125-inch non-print area outside of the live area.



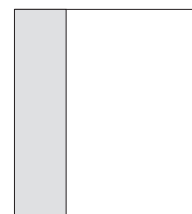
FULL PAGE:
8.000 x 9.125



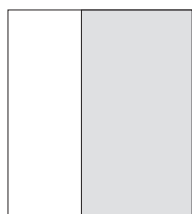
FULL SPREAD:
16.250 x 9.125



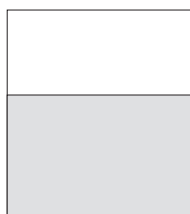
1/5 STRIP HORIZONTAL:
8.000 x 1.625



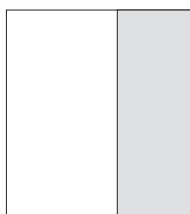
***3/10 VERTICAL:**
2.250 x 9.125



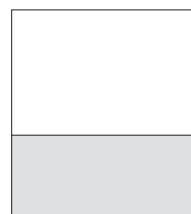
3/5 VERTICAL:
4.812 x 9.125



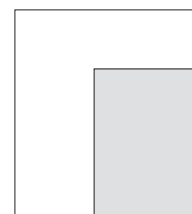
3/5 HORIZONTAL:
8.000 x 5.437



2/5 VERTICAL:
3.187 x 9.125



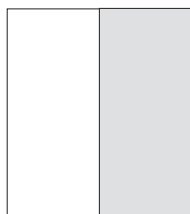
2/5 HORIZONTAL:
8.000 x 3.687



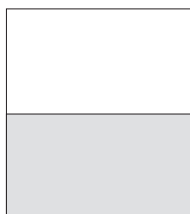
DIGEST:
4.562 x 6.562



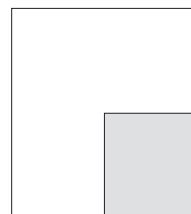
MAGAZINE:
5.750 x 9.125



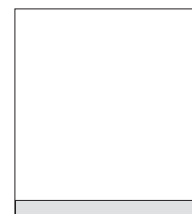
1/2 VERTICAL:
4.000 x 9.125



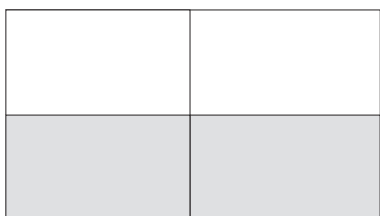
1/2 HORIZONTAL:
8.000 x 4.562



***1/4:**
4.000 x 4.562



FRONT COVER STRIP:
8.000 x .812



1/2 HORIZONTAL SPREAD:
16.250 x 4.562

POP-UP UNIT



**POP-UP FRONT/
BACK COVER:**
8.000 x 9.125



POP-UP CENTER SPREAD:
16.250 x 9.125

*Unit must run on the same spread opposite a Full Page or Magazine unit.



PRINTING PROCESS:

ATHLON SPORTS & LIFE is printed using the rotogravure process.

FILE SPECIFICATION

- PDF-x1a only
- No native applications accepted. We do not accept Post Script files, DCS or RGB images or True Type Fonts.

Additional Specifications:

- Colors: CMYK (no pantone or spot color), black type should be 100K overprint (no 4/c or knockout)
- Platform: Mac or PC Proofing: 1 GAA/SWOP color accurate certified proof
- All digital files must conform to SWOP standards.
- All files must be clearly identified with corresponding proof to exact size, incorporating all final versions of color and type.
- Indicate publication name, issue date and advertiser name on file and proof. Digital files must be correct size with no extra image.
- All type must meet GAA/SWOP specifications for size & thickness.
- All reverse type must incorporate spreading in undercolors where applicable. Minimum recommended 8pt reverse type, no fine serifs.
- Maximum density is 320%
- Minimum ink density each printing color recommended: 5%
- Minimum line rule thickness required: .5pt overprinting, non-screened
- Minimum image resolution: 300 dpi

Proof Requirements: Advertiser understands that if a SWOP-certified color proof with color bars is not supplied, or if a color laser proof is supplied, then AMG/Parade cannot guarantee a color match to the supplied proof and we will print to the supplied file.

- Supply one (1) contract composite SWOP-certified proof for color.
- Proofs must be made from the supplied file.
- Proofs must be 100% of size.
- Proofs must be SWOP-certified.
- Color bars are required on all proofs.
- Proofs must indicate the proofing product or system used, prepress supplier contacts and information showing conformance to the Manufacturer's Application data.
- Ad should be proofed on Publication Grade Stock.
- For an up-to-date list of SWOP-approved color proofs, please visit: www.swop.org

AD MATERIAL POLICY

AMG/Parade assumes no responsibility for unsatisfactory reproduction as a result of ad material that does not conform to the previously outlined material specifications. AMG/Parade reserves the right to reduce an advertiser's material by up to 5% vertically, horizontally, or proportionally except when expressly prohibited.

Materials for all processes will be held for six-months, then destroyed, unless otherwise notified.

AD SUBMISSION

All ad submissions must be PDF-x1a uploaded to the AMG/Parade Ad Portal:

<http://www.adshuttle.com/amgparade>

- New users will be asked to create an account and will create a login and password.
- Comprehensive guidelines regarding ad creation are available on this site.
- PDF Presets for Adobe InDesign and QuarkXPress are also available on this site.

Send Proofs to:

AMG/Parade
2451 Atrium Way Suite 320
Nashville, TN 37214
Attn: RR Donnelly

Main Production Contact:

Sam Payne
615-440-5552
spayne@amgparade.com

CUSTOM AD UNITS

Custom ad units include Dutch Doors, Cover Wraps, Pop-Ups, Business Reply Cards, and more. Contact a sales representative for more information and specifications.