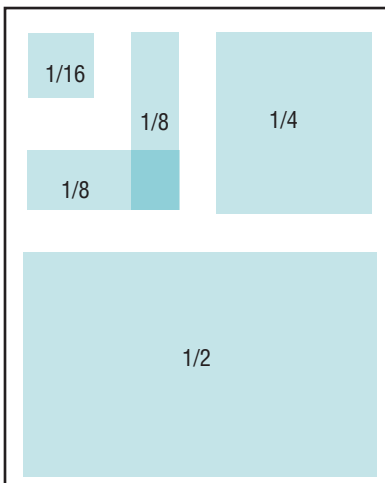


Marketplace Ads Only (no bleeds)



- 1/2 Page Horizontal 7-1/4 x 4-5/8
- 1/4 Page Vertical 3-1/2 x 4-5/8
- 1/8 Page Horizontal 3-1/2 x 2-1/4
- 1/8 Page Vertical 1-5/8 x 4-5/8
- 1/16 Page Vertical 1-5/8 x 2-1/4



Material specifications

Single Page Trim Size: 8-3/8" x 10-7/8"
Bleed Page: 8-5/8" x 11-1/8"

Material intended to bleed must be furnished with a minimum of 1/8" image area beyond trim or we cannot guarantee consistent bleed.

Keep readable images and type 1/2" within final trim.

Advertising materials may only be sent electronically via ZIP disk, CD or e-mail. We strongly recommend that files be created in QuarkXPress 4.1, Adobe Illustrator or Photoshop. Supported image file formats are EPS or TIF with a resolution of no less than 300 dpi for photos and no less than 600 dpi for logos and line art. All files must be converted to CMYK. Please avoid sending files with RGB photos, unwanted spot colors, photos in JPG format or any items not set to CMYK.

All Macintosh fonts (including fonts embedded into an EPS) must be included with file (fonts in an EPS can usually be turned into outlines or graphic objects, in which case they need to be included with the file). Fonts must contain both screen and printer files. Adobe Type-1 Postscript fonts are preferred. True Type fonts are not supported. Please avoid using fonts called Arial or Impact in your ads.

Hard copy

A proof must be furnished for all ad materials. Without an accurate color proof, the publisher cannot be held responsible for the outcome of the color.

Send electronic media and proofs to:

Ascend Media
Attn: *Smartphone & Pocket PC* magazine
7015 College Blvd., Suite 600
Overland Park, KS 66211
Phone: (913) 469-1110
Fax: (913) 344-1417
Sherry Dalton x1423
E-mail files less than 2MB to:
ads@ascendmedia.com

For larger files, contact Ascend for upload instructions.

Deviation from these standard guidelines may require additional time or cost, and/or sacrifice reproduction predictability.