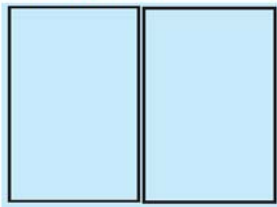


PRINT AD SPECIFICATIONS

EH Publishing magazines are produced with a computer-to-plate workflow, and requires electronic files on disk. **Ads must be produced in Macintosh format (PC formats are NOT acceptable)**

2 PAGE SPREAD



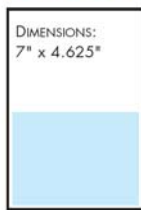
DIMENSIONS: Trim Size: 16" x 10.812"
LIVE AREA: 15.25" x 10"
Spreads should allow .375" for gutter on each side. Bleed requires .125" added to all sides for trim.

FULL PAGE & BLEED



DIMENSIONS:
Trim Size: 8" x 10.812"
FULL PAGE LIVE AREA: 7.25" x 10"
Please keep live matter .375" from edge
Bleed requires .125" added to all sides for trim

1/2 PAGE HORIZ



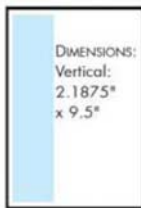
DIMENSIONS:
7" x 4.625"

2/3 PAGE



DIMENSIONS:
4.5625" x 9.5"

1/3 PAGE VERTICAL



DIMENSIONS:
Vertical:
2.1875" x 9.5"

Don't see your ad specs? Please ask your sales manager...

ACCEPTABLE APPLICATION FILES

- QuarkXpress Adobe Illustrator Adobe Photoshop Freehand
- Acceptable Digital Files: PDF (High Resolution Press Ready)
- .pdf files can be accepted, please call EH Publishing's Production Dept. for specific directions or questions if needed.

ACCEPTABLE MEDIA: CD-ROM DVD-ROM

- A stuffed file needs to be self-extracting. A directory of the contents of the disk must accompany the media
- A color proof must accompany your ad. If one is not provided, a Kodak Approval will be made and a charge of \$75 will be incurred.
- The advertiser guarantees that all of the fonts, and linked graphic files are supplied to ensure that final output will meet the advertisers' specifications.
- If files need intervention the advertiser will be billed at \$150 per hour. A call will be placed to the advertiser if this occurs.
- Ads cannot be accepted as film.

SEND MATERIALS TO

EH Publishing, Attn: Manuela Rosengard, 111 Speen Street, Suite 200, Framingham, MA 01701. 508.663.1500 x226; Fax: 508.663.1599 • mrosengard@ehpub.com

UPLOAD FILES TO EH PUBLISHING'S FTP SITE

Please make sure you use an FTP client such as Fetch. Compress files before uploading and email one of the above addresses to notify EH Publishing that your file has been uploaded. Login is case sensitive.

- Guest Login: ftp.ehpub.com
- User Name: ftpguest
- Password: eh3%guest

INSERTS

Furnished inserts are typically billed at the contract rate for a full-page ad, less a 20%-35% discount depending on the number of pages (speak with your sales rep for specifics). Special sizes apply to inserts. Business reply card inserts can only be sold in conjunction with a full-page ad. BRCs are billed at the contract rate for a full-page black and white ad. Samples need to be sent in advance to EH Publishing's Production Department to be approved to ensure that the piece conforms to postal and printing specs. Contact EH Publishing's Production Department for information on specifications and quantities on all insert matters.

COMMISSION & TERMS

Advertisers receive a 5% discount if payment is received by materials deadline in advance of publication. Normal terms with approved credit are net 30 days. Marketplace ads are payable in advance. Recognized advertising agencies receive a 15% commission of gross billing (exclusive of EH Publishing production work) providing payment is received within 30 days of invoice date. A service charge of 1.5% per month will be added to overdue invoices. Commissions are conditional on advertisers' supplying specified production materials by deadline date.

TERMS & CONDITIONS

The publisher reserves the right to decline or discontinue without explanation any advertising deemed unsuitable. Advertisers and advertising agencies assume complete liability for all content of advertisements printed and agree to indemnify and defend the publisher from all claims, accusations, or expenses, including legal fees, rising from ads placed in ChannelPro.

FREQUENCY AGREEMENTS

The frequency contract is based on the number of insertions billed within a specified 12-month period. Each furnished insert counts as one toward contract frequency. Fulfillment of the number of insertions in less than a year will require that a new contract be signed. Rates for contract holders will be guaranteed for the duration of the contract. The contract must be signed by the advertiser and the advertising agency in advance to receive contract rates.

Contract cancellation by the advertiser will void the contract rate and advertisers will be re-billed at the one-time rate. Without a frequency contract, advertisers will be billed at the one-time rate for each insertion. Single, non-contract insertions are considered on an earned-rate basis and may not be applied to future contracts.

CANCELLATIONS

Cancellations must be received in writing by space closing date. Cancellations after that date will be invoiced for the full amount. Preferred position orders are non-cancelable within 60 days of scheduled closing dates.

Task	Jan 2010 Deadline	Feb 2010 Deadline	March 2010 Deadline	April 2010 Deadline	May 2010 Deadline	June 2010 Deadline	July 2010 Deadline	Aug 2010 Deadline	Sept 2010 Deadline	Oct 2010 Deadline	Nov 2010 Deadline	Dec 2010 Deadline	Jan 2011 Deadline
Print Ads													
Fractional ad close	11/27/09	12/24/09	01/22/10	02/19/10	03/26/10	04/23/10	05/21/10	06/18/10	07/23/10	08/27/10	09/24/10	10/22/10	11/19/10
Full page ad close	12/04/09	01/02/10	01/29/10	02/26/10	04/02/10	04/30/10	05/28/10	06/25/10	07/30/10	09/03/10	10/01/10	10/29/10	11/26/10
Fractional ad materials due	12/04/09	01/02/10	01/29/10	02/26/10	04/02/10	04/30/10	05/28/10	06/25/10	07/30/10	09/03/10	10/01/10	10/29/10	11/26/10
Full page ad materials due	12/10/09	01/08/10	02/04/10	03/04/10	04/08/10	05/06/10	06/03/10	07/01/10	08/05/10	09/09/10	10/07/10	11/04/10	12/02/10
Print Inserts													
Insert disks are due to insert printer	12/03/09	12/31/09	01/28/10	02/25/10	04/01/10	04/29/10	05/27/10	06/24/10	07/29/10	09/02/10	09/30/10	10/28/10	11/25/10
All inserts are due to bindery	12/17/09	01/14/10	02/11/10	03/11/10	04/15/10	05/13/10	06/10/10	07/08/10	08/12/10	09/16/10	10/14/10	11/11/10	12/09/10
Online Materials													
Sponsored survey questions due	12/23/09	01/25/10	02/22/10	03/24/10	04/23/10	05/24/10	06/23/10	07/23/10	08/24/10	09/23/10	10/25/10	11/23/10	12/23/10
Online ad materials due	12/23/09	01/25/10	02/22/10	03/24/10	04/23/10	05/24/10	06/23/10	07/23/10	08/24/10	09/23/10	10/25/10	11/23/10	12/23/10

Last update: 11/5/09