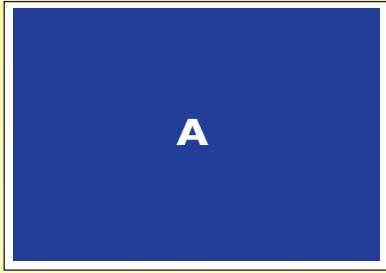
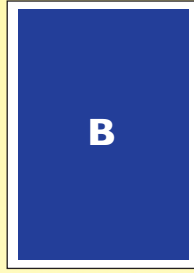


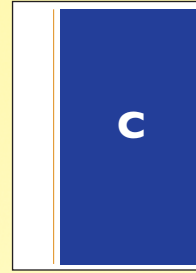
* ILLUSTRATION OF AD SIZES



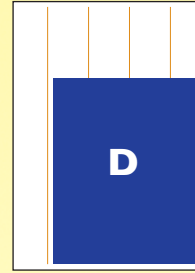
A. Spread: 20 1/2 x 13 1/2



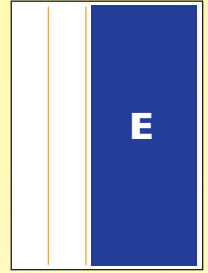
B. Full page: 9 3/4 x 13 1/2



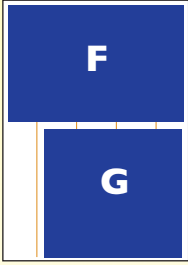
C. 4/5 page: 7 3/4 x 13 3/8



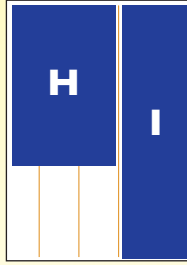
D. Junior page: 7 3/4 x 10



E. 3/5 page: 5 3/4 x 13 3/8



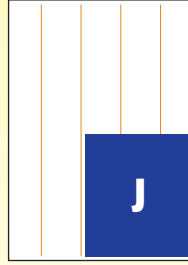
F. 1/2 page:
9 3/4 x 6 1/2



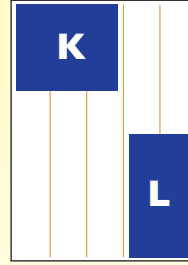
H. 2/5 page:
5 3/4 x 8 7/8

G. 2/5 page:
7 3/4 x 6 1/2

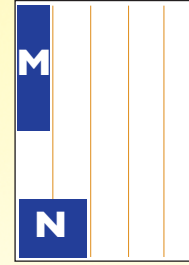
I. 2/5 page:
3 3/4 x 13 3/8



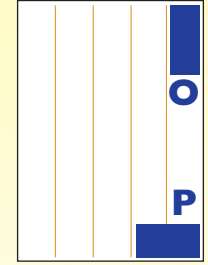
J. Executive Column:
5 3/4 x 6 1/2



K. 1/5 page:
5 3/4 x 4 1/4



M. 1/2 column:
1 3/4 x 6 1/2



O. 1/4 column:
1 3/4 x 3 1/8

L. 1/5 page:
3 3/4 x 6 1/2

N. 1/2 column:
3 3/4 x 3 1/8

P. 1/4 column:
3 3/4 x 1 3/8

* MECHANICAL REQUIREMENTS

Education Week and *Teacher Magazine* both print at 110 line screen on a heat set web press.

85 line screen is recommended for ads with dark shadows and/or midtones.

- **Trim Size:** 10 3/4 x 14 5/8
- **Live Area:** 9 3/4 x 13 1/2
- **Bleed All Sides:** 11 1/8 x 15 (no extra charge)
- **Binding Method:** Saddle stitch

Images: Minimum 300 dpi for CMYK/Grayscale; minimum 1016 dpi for bitmap images.

Web images at 72 dpi are **not** acceptable for printing.

Fonts: Type 1 Postscript fonts only. TrueType fonts are **not** supported.

Color: All spot colors must be converted to CMYK.

Recommended Densities

4/C: 240 - 250% maximum density.
70 - 80% black, 64% cyan, 53% magenta,
53% yellow. 5% minimum in highlight
and 85% maximum in shadow to hold detail.

B/W: Halftones: 5% highlight, 40% midtone,
75% shadow.

All materials supplied should be prepared to allow for a 25-30% dot gain on press.

Accepted File Formats and Media

Print-ready PDF files are strongly recommended and preferred. All PDF files should be created using the PDF/X-1a standard. For more information on creating PDF files for *Education Week* or *Teacher Magazine*, please send your request to production@epe.org.

PC Software

Quark 5.0 or lower
Photoshop 7.0 or lower (TIFF, EPS or JPG formats only)
Illustrator 10.0 or lower (EPS format only)
Pagemaker 7.0 or lower
NO Microsoft Word documents will be accepted.
If supplied, \$150.00 typesetting fee will apply!

Mac Software

Quark 6.0 or lower
Photoshop CS or lower (TIFF, EPS or JPG formats only)
Illustrator CS or lower (EPS format only)
InDesign CS
NO Microsoft Word documents will be accepted.
If supplied, \$150.00 typesetting fee will apply!

If sending application files other than a PDF, please make sure to include the following:

- All fonts (both printer and screen fonts)
- All supporting graphics
- A matchprint, chromalin, iris or suitable digital proof*
- A disk information sheet

All files must be MAILED with a proof and insertion order to:

Production Manager
Education Week
6935 Arlington Road, Suite 100
Bethesda, MD 20814
(301) 280-3100

Due to large file sizes and the potential for font and/or file corruption, **e-mailed files will NOT be accepted.** Files may be submitted via FTP transfer. Please send a request to production@epe.org, and FTP information will be provided. All materials electronically submitted must be accompanied by a content proof faxed to 301-280-3250.

Common Problems

- Not embedding all fonts in your PDF
- Using the PDF Writer to create your PDF
- Not converting all text to outline in your EPS graphics and not including that font on your disk
- Importing an image in your EPS file and not including that image on your disk
- Including web graphics at 72 dpi in your layout

***Proofs** which do not conform to specifications will be allowed, but in the event the printer is unable to match the proof or must create a new proof to match on press, the advertiser will be re-billed for any expenses the publication incurs and no form of compensation will be given to the advertiser for poor reproduction quality. Publisher is not responsible if ad and proof are not supplied to specifications.