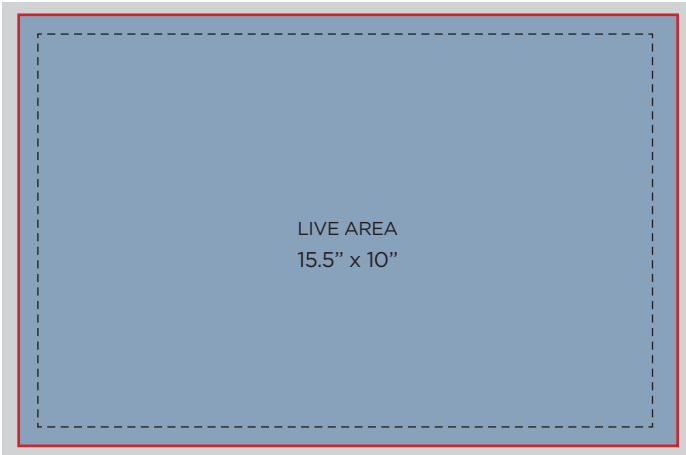


PRINT AD SIZES AND SPECIFICATIONS

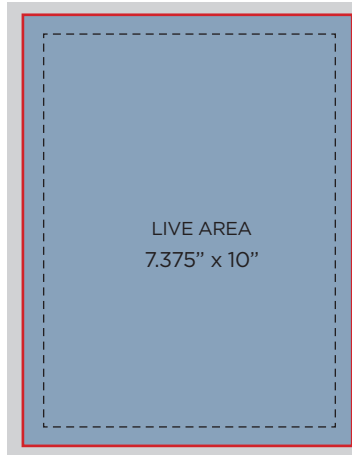


Full Page Spreads/Front Inside and Back Inside Cover Spreads

Ad/Trim Size: 16.25" x 10.75"

Live Area: 15.5" x 10"

Bleed: 16.5" x 11"

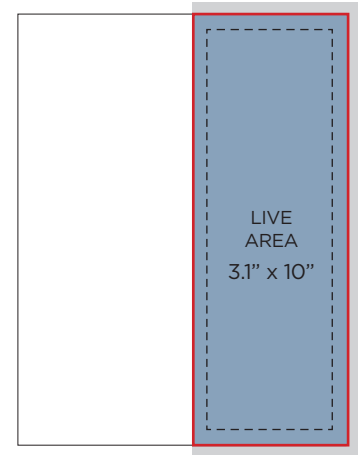


Full Page

Ad/Trim Size: 8.125" x 10.75"

Live Area: 7.375" x 10"

Bleed: 8.375" x 11"



Half Page Vertical (bleeds on right edge)

Ad/Trim Size: 3.85" x 10.75"

Live Area: 3.1" x 10"

Bleed: 3.975" x 11"

- Indicates live area
- Indicates ad/trim size
- Indicated bleed

Ad Sizes:

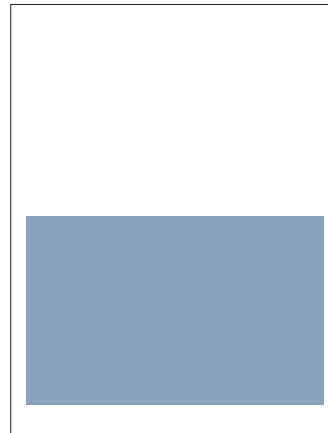
- Ads sizes above print to the page edge
- Artwork should fill entire full bleed size
- Critical elements must be within the live as indicated
- Suggested margin area is 0.375"

Ad Specifications:

- Imported images should be CMYK and 300 dpi (at actual size)
- Ink coverage must be 300% or less
- No white overprinting accepted
- Ads are acceptable in the following formats: PDF, EPS, TIFF or high resolution JPG files
- Fonts should be embedded/collected/saved as outlines
- Crop marks should be offset <12pt
- All small black text should be 100% K (black) to avoid registration errors
- Ads cannot have placed OPI graphics
- Ads should not contain spot colors, and should be CMYK

Ad Submission:

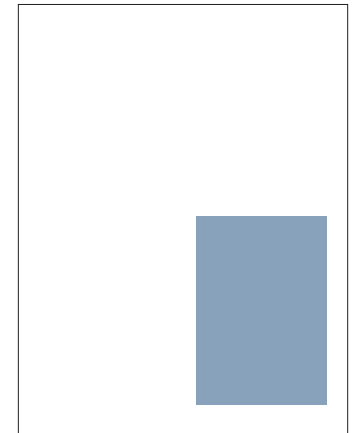
- File sizes below 5MB may be emailed directly to karen@orthoworld.com.
- File sizes above 5MB may be sent using the file sharing software of your choice, such as Dropbox.



Half Page Horizontal

Ad Size: 7.25" x 4.85"

This ad size does not bleed



Quarter Page

Ad Size: 3.5" x 4.85"

This ad size does not bleed

If you have questions about ad specifications and sizes, contact:

Karen Young
440.543.2101

karen@orthoworld.com