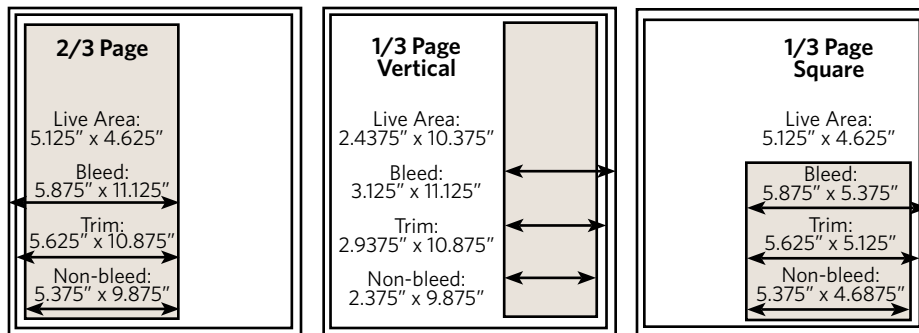


**Publication Trim Size:** 9" x 10 7/8"  
**Binding Method:** Perfect Bound-jogs to foot

**Image Resolution:** 300 dpi  
**Line Screen:** 150 dpi

**Safety:** 1/4" from trim on all sides  
**Bleed:** 1/8" extra outside trim on all sides



**ACCEPTABLE FILE FORMAT:**

**PDF/X-1a** - the PDF/X-1a must be made from a PostScript file with all fonts and high-resolution images embedded.

- For information on creating PDF/X files, go to [www.adobe.com](http://www.adobe.com).
- Ensure that all elements are a minimum of 300 dpi and 100% in size.
- The color space must be CMYK or Grayscale. Do not submit files in RGB.
- Please include position marks including bleed and trim.

**PROOFS:**

To ensure the highest print reproduction quality, we ask that all digital files be accompanied by a SWOP certified proof that represents the final file at 100%. In the absence of a SWOP certified proof, the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. You may request that Garden & Gun pull a proof for you at a production charge of \$65 that will be applied to your invoice. Please contact Suzanne Flohr (contact info below) for this request.

**SEND OFFSET PRINTING MATERIALS TO:**

Quebecor World Premedia  
 Attn: Jeannette Herring  
 8700-J Red Oak Blvd.  
 Charlotte, NC 28217

**FTP UPLOAD INSTRUCTIONS:**

<ftp://charqnm1.qwinc.com>  
 User name: gardenandgun  
 Password: G368jv#  
 Please place file in the Drop Off Folder and send the filename to the email below.

**2010 CLOSING DATES**

ISSUE	MATERIALS DUE	ON-SALE
Dec/Jan 10	Oct 20	Dec 8
Feb/Mar	Dec 8	Feb 2
Apr/May	Feb 9	Mar 30
Jun/Jul	Mar 30	May 25
Aug/Sep	Jun 1	Jul 27
Oct/Nov	Aug 3	Sep 28
Dec/Jan 11	Sep 28	Nov 23

**QUESTIONS:**

Please contact Suzanne Flohr with any production questions:  
 843.795.1195 / [sflohr@gardenandgun.com](mailto:sflohr@gardenandgun.com)

*If the above requirements are not met, the advertiser will be held responsible for any additional production expenses Garden & Gun may incur.*