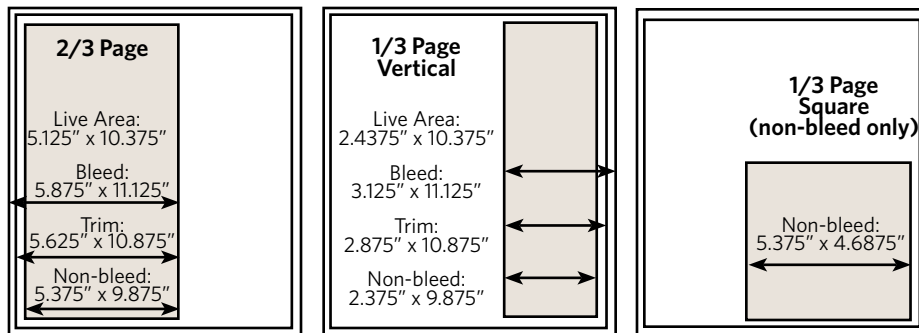


Publication Trim Size: 9" x 10 7/8"
Binding Method: Perfect Bound-jogs to foot

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.
- 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.

2011 CLOSING DATES

ISSUE	MATERIALS DUE	ON-SALE
Dec/Jan 11	Sep 21	Nov 23
Feb/Mar	Nov 30	Jan 25
Apr/May	Feb 1	Mar 29
Jun/Jul	Mar 29	May 24
Aug/Sep	May 31	Jul 26
Oct/Nov	Aug 2	Sep 27
Dec/Jan 12	Sep 27	Nov 22

QUESTIONS:

Please contact Suzanne Flohr with any production questions:
 843.795.1195 / 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.