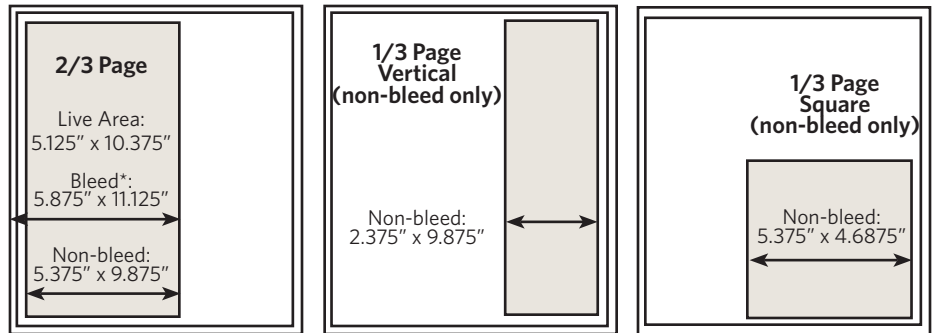


Publication Trim Size: 9" x 10 7/8"
Binding Method: Perfect Bound-jogs to foot

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.

FTP UPLOAD INSTRUCTIONS:

<ftp://quaddisk.qg.com/QuadImaging/Saratoga/INCOMING/>
 User name: qd_gardenandgun
 Password: Garg3756

SEND OFFSET PRINTING MATERIALS TO:

Garden & Gun, Attn: Suzanne Flohr
 409 King Street, Suite 200
 Charleston, SC 29403

QUESTIONS:

Please contact Suzanne Flohr with any production questions:
 843.795.1195 / sflohr@gardenandgun.com

2012 CLOSING DATES

| ISSUE | MATERIALS DUE | ON-SALE |
|------------|---------------|---------|
| Dec/Jan 12 | Sep 27 | Nov 22 |
| Feb/Mar | Nov 29 | Jan 24 |
| Apr/May | Jan 31 | Mar 27 |
| Jun/Jul | Mar 27 | May 22 |
| Aug/Sep | May 29 | Jul 24 |
| Oct/Nov | Jul 31 | Sep 25 |
| Dec/Jan 12 | Sep 25 | Nov 20 |

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