

REVISED CHRISTIAN RETAILING AD SPECS

BEGINNING WITH THE AUGUST 1, 2001, ISSUE

 = LIVE IMAGE AREA, 3/8" IN FROM TRIM

 = BLEED SIZE

 = TRIM SIZE

Partial Page Ads that bleed: Position Live Image Area 1/8" from top of bleed dimensions and center horizontally between bleed dimensions.

Partial Page Ads that do not bleed: Use Live Image Area only.

Note: Any type or images which fall outside the Live Image Area may be trimmed.



Trim Size: 10³/₄ x 14
Bleed Size: 11 x 14¹/₄
Live Image Area: 10 x 13¹/₄



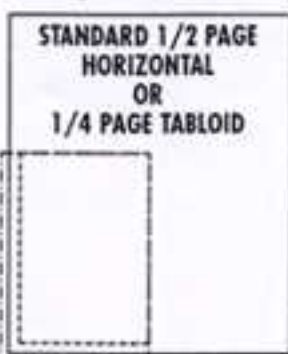
Trim Size: 10³/₄ x 14
No Bleed Allowance
Live Image Area: 10 x 13¹/₄



Trim Size: 21¹/₂ x 14 (10³/₄ x 14 each page)
Bleed Size: 21³/₄ x 14¹/₄ (11 x 14¹/₄ each page)
Live Image Area: 20 x 13¹/₄ (10 x 13¹/₄ each page)



Bleed Size: 11 x 7³/₄
Live Image Area: 10 x 6³/₄



Bleed Size: 6¹/₄ x 7³/₄
Live Image Area: 4³/₄ x 6³/₄



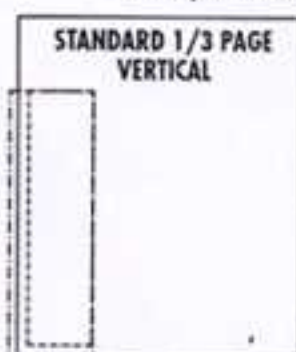
Bleed Size: 15¹/₄ x 10³/₄ (7³/₄ x 10³/₄ each page)
Live Image Area: 14¹/₄ x 9³/₄ (7¹/₄ x 9³/₄ each page)



Bleed Size: 8³/₄ x 10³/₄
Live Image Area: 7³/₄ x 9³/₄



Bleed Size: 6¹/₄ x 10³/₄
Live Image Area: 4³/₄ x 9³/₄



Bleed Size: 3³/₄ x 10³/₄
Live Image Area: 2³/₄ x 9³/₄



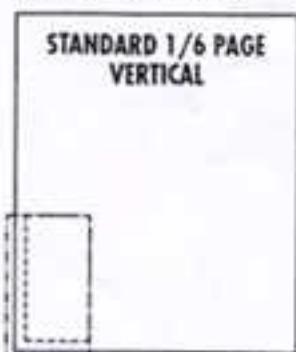
Bleed Size: 6¹/₄ x 2³/₄
Live Image Area: 4³/₄ x 2¹/₄



Bleed Size: 8³/₄ x 5³/₄
Live Image Area: 7³/₄ x 4³/₄



Bleed Size: 6¹/₄ x 5³/₄
Live Image Area: 4³/₄ x 4³/₄



Bleed Size: 3³/₄ x 5³/₄
Live Image Area: 2³/₄ x 4³/₄

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