

EXPLORER Marketplace

ultimate savings source



2010 Schedule

In-Home Date	Deadline
Aug 2	July 14
Sep 6	Aug 18
Oct 4	Sep 15
Nov 1	Oct 13
Dec 6	Nov 17

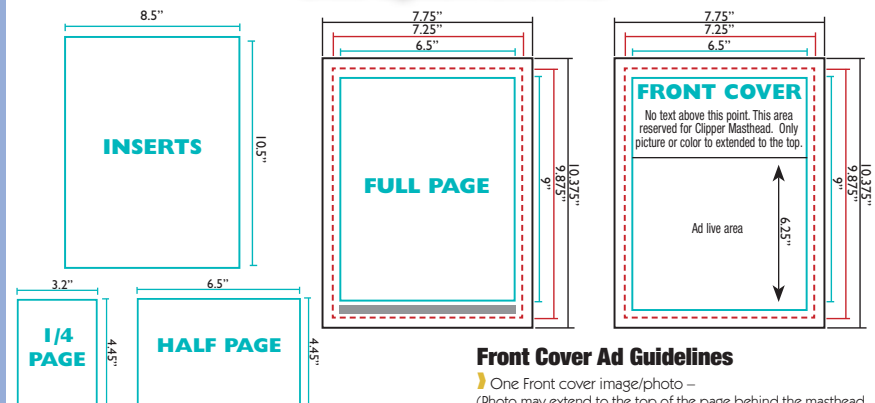
Using a combination of ad sizes, you will maximize your results during peak times while still keeping a presence during the off peak months.

Digital Specifications

The following guidelines will assist you in preparing ads for digital submission. For help, please contact our advertising department at (480) 898-5650.

Clipper is created on Macintosh computers. We will try to accommodate those working in a PC environment, but we cannot offer the same service and expertise.

Size Specifications

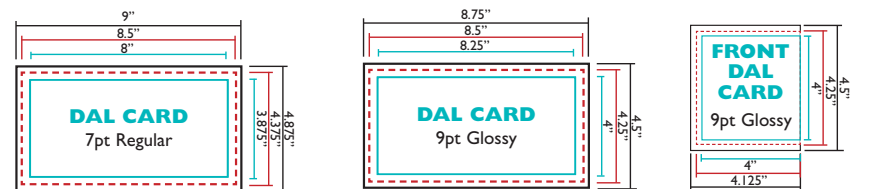


Front Cover Ad Guidelines

- One Front cover image/photo – (Photo may extend to the top of the page behind the masthead or blend to a solid color background, Clipper Marketplace In-House Production maintains final design decision.)
- Maximum of three coupons or offers, to be placed at the bottom 1/3 of the ad
- Maximum of 3 font styles per ad

Margins/Bleeds For Book

- Bleeds .25"
- Margins full page .375" on top, and sides, .5" for the bottom.
- Margins Cover .375"



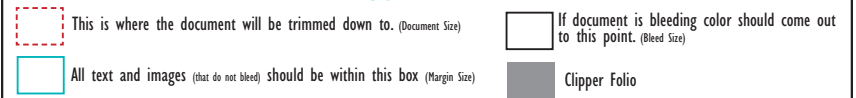
Margins/Bleeds For 7pt DAL

- Bleeds .25"
- Margins .25" on all sides

Margins/Bleeds For 9pt DAL

- Bleeds .125"
- Margins .125" on all sides

GUIDE KEY



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Deadlines

Agency/Customer ads must be submitted at least 3 days prior to deadline. Any files not built to specifications will be returned and new materials must be provided.

Media Type

Ads and Graphics can be delivered via **CD**, **FTP** (Note: Get username & password from your sales rep.) or **e-mail ads to clipper@aztrib.com**. **Press Ready PDF's** is the preferred file format. PDF files must have all fonts embedded and no subsets. **Tiff** (No Compression please), **Eps** (No Compression please), **PSD**, **InDesign files** will be accepted. **FONT REQUIREMENTS:** We strongly suggest using Adobe Type 1 fonts. **DO NOT** use TRUE TYPE, Type 3 fonts. When sending fonts please make sure to send both screen and printer fonts. PC Fonts are not compatible and will have to be substituted.

Applications

Documents/Graphics must be created **ONLY** in the following programs, using versions no higher than listed:

InDesign CS3 • Photoshop CS3 • Illustrator CS3 • Adobe Acrobat (High Resolution)

Illustrator

1. Color art should be CMYK. (Please convert pantone and custom colors!)
2. Art should be saved to an Illustrator EPS.
3. If you build an ad in illustrator with placed graphics, please make sure the placed graphics are also included on your disk.

Photoshop

1. Graphics should be scanned to size and saved in the CMYK mode for four color.
2. Output resolution needs to be 266. Printer resolution is 1200. Screen ruling is 133 line. Allow for a press Dot Gain of 20%.
3. Dot shape is round.

Digital Specifications

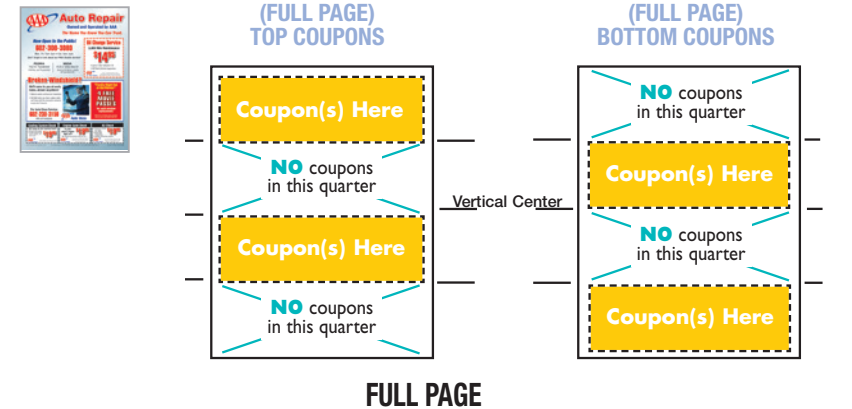
Due to our ad placement policies and to prevent back-to-back coupons as much as possible, coupon placement rules must be followed as illustrated below:

COUPON PLACEMENT



QUARTER PAGE

HALF PAGE



PRODUCTION CHARGE

\$27.00 per issue. *Other charges may apply