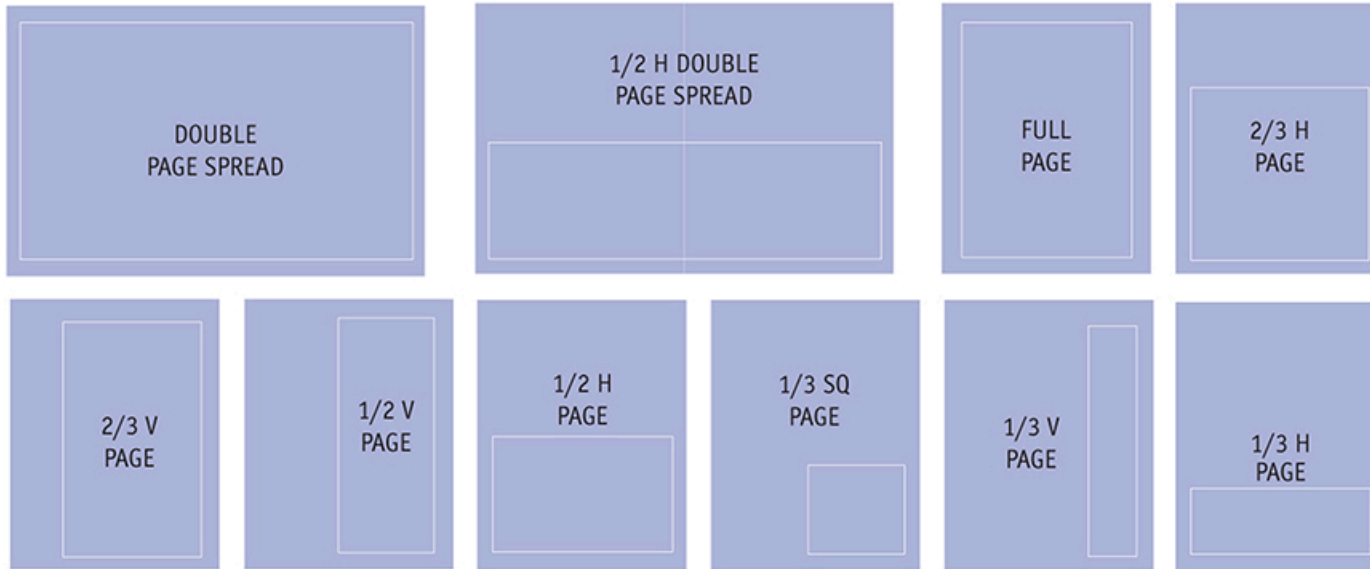


AD SPECIFICATIONS



DPS - 16.25 W x 10.625 D

Full page - 7.375 W x 9.625 D

1/2 Horizontal DPS - 16.25 W x 5.25 D

2/3 Page Vertical - 4.875 W x 9.625 D

2/3 Page Horizontal - 7.375 W x 6.416 D

1/2 Page Vertical - 4.875 W x 7.2 D

1/2 Page Horizontal - 7.375 W x 4.75 D

1/3 Page Vertical - 2.375 W x 9.625 D

1/3 Page Horizontal - 7.375 W x 3.125 D

1/3 Square - 4.875 W x 4.75 D

For bleed add 1/4" around the trim size for full page ads and spreads. All important type or graphics should be 1/2" inside trim size.

Mechanical Requirements

A) Supply final material on DVD or CD or by FTP transfer. Line screen is 150. Preferably send a high resolution (300dpi) PDF respecting the ad size. You may also supply your document in QuarkXpress (Mac-based), Illustrator, Photoshop or InDesign. Please make sure all graphics (photos, illustrations, logos) are in EPS or TIFF format (CMYK) and all fonts included. The

electronic file must be accompanied by a proof made from file. SportsXpress is not responsible for any material NOT accompanied by a colour proof.

B) You may transfer your material by FTP. To do so, please call 877-588-8856 for FTP coordinates. For any material supplied by FTP, a low-resolution PDF or JPEG should be sent as a proof.

C) Total ink coverage for pictures should not exceed 300%. For deeper black (rich black), use 100K, 60C, 40M, 40Y.

D) Additional charges will be invoiced if material is not in accordance with spec requirements such as wrong format, low resolution images, RGB files, spot PMS color, missing files, missing fonts.