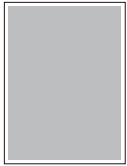


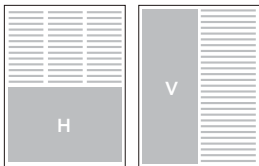
SPREAD
18" X 10.875"
(include .125" on all sides for bleed)



FULL PAGE
9" x 10.875"
(include .125" on all sides for bleed)



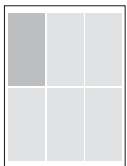
2/3 PAGE
5" x 9.875"



1/2 PAGE
HORIZONTAL: 8" x 4.75"
VERTICAL: 3.75" x 9.875"



1/4 PAGE
3.75" x 4.75"



PRODUCT SPOTLIGHT AD
2.5" x 4.75"
DESIGN YOUR OWN AD: Digital file should be 300 DPI and CMYK color profile.
WE DESIGN YOUR AD: Provide us with one product shot (300 DPI, CMYK) sized to 2.5" x 3.25" and up to 75 words of ad copy, including contact information.

| ISSUE | SPACE CLOSING | MATERIALS DUE |
|---------|---------------|---------------|
| JAN/FEB | 01/03/2018 | 01/12/2018 |
| MAR | 01/31/2018 | 02/09/2018 |
| APR | 02/28/2018 | 03/09/2018 |
| MAY | 04/06/2018 | 04/13/2018 |
| JUN | 05/01/2018 | 05/11/2018 |
| JUL/AUG | 06/18/2018 | 06/28/2018 |
| SEP | 07/31/2018 | 08/10/2018 |
| OCT | 09/04/2018 | 09/14/2018 |
| NOV | 10/01/2018 | 10/12/2018 |
| DEC | 11/13/2018 | 11/26/2018 |

PRINT ADVERTISING SPECS

MECHANICAL INFORMATION

PRINTING | Web-offset presses

BINDING | Perfect bound

TRIM SIZE | 9" x 10.875"

LIVE MATTER | Text and graphics that should not trim must be at least .25" from the trim.

BLEED | At least .125" bleed over trim on all sides (Full Page/Spread ads only).

SPREAD | Live matter must be at least .375" from gutter.

DIGITAL FILE REQUIREMENTS

NO APPLICATION FILES WILL BE ACCEPTED.

PDF FILES must be hi-res, print-ready PDF-X1a.

EPS FILES must be 100% size. Please embed all images and convert all fonts to outlines.

TIFF FILES must be 100% size. Flatten all layers.

All images used must be 300 DPI and CMYK color profile. If you wish to use PMS or spot colors, notify your Account Manager, as additional charges will apply.

The publisher will not be held responsible for color running incorrectly if a SWOP-certified digital color proof is not submitted by the advertiser/agency. A SWOP digital color proof should be submitted at 100% ad size by materials due date. The Production Coordinator should be notified in advance if a proof is needed. Laser or inkjet proofs at 100% are acceptable for content only, but cannot be used to guarantee color.

Do NOT include printer's marks (crop marks, registration marks, etc.) in the bleed of your file submission. All printer marks should be offset from the trim by .125". If these marks are included in the bleed of the file, there is a chance these marks will be printed in the final product.

DIGITAL FILE SUBMISSION PROCEDURES

WEB-ENABLED UPLOAD

Visit our upload link at <http://upload.stmediagroup.com> to send your files electronically. Select "Boutique Design – Advertising" from the dropdown menu. When submitting multiple files, please include them all in one compressed folder (ZIP). After your upload is complete, the production coordinator will receive an automated e-mail.

MAIL

You can send your digital files via CD or DVD to:
Linda Volz, Boutique Design, 11262 Cornell Park Dr., Cincinnati, OH 45242.
Submitted media will not be returned unless requested.

PRODUCTION CONTACT

LINDA VOLZ

O: 513.263.9398 F: 513.744.6998 E: linda.volz@stmediagroup.com

DIGITAL ADVERTISING SPECIFICATIONS ON BACK.

FOR MORE DETAILED INFORMATION, PLEASE VISIT

WWW.STMEDIAGROUPINTL.COM/SPECS



WEB BANNER ADVERTISING

RUN-OF-SITE AD UNITS

Super Leaderboard
Top Leaderboard
Large Rectangle
Medium Rectangle
Bottom Leaderboard

ADDITIONAL AD UNITS

Middle Leaderboard (home page only)
Wide Rectangle (content pages only)

RUN-OF-SITE ADVERTISEMENTS

Run-of-site graphic ads appear throughout the entire site. Multiple advertisers rotate within these positions.

WELCOME AD (ENTRY PAGES ONLY)

The welcome ad is a 640x480 pixel ad that displays over the entry page as it loads. It is limited to one view per user per day.

DIGITAL PRODUCTION CONTACT

DIANE JONES-DUNHAM

O: 513.263.9324

E: diane.jonesdunham@stmediagroup.com

DIGITAL ADVERTISING SPECS

WEBSITE

| GRAPHIC AD UNIT | DIMENSIONS | ACCEPTED FORMATS |
|---------------------|--------------|---|
| Super Leaderboard* | 970 x 90 px | JPG, PNG, GIF Max. File Size - 100 KB 3rd Party Hosted HTML5 or Ad Tags** Max. File Size - 1MB |
| Top Leaderboard* | 728 x 90 px | |
| Large Rectangle | 300 x 600 px | |
| Medium Rectangle | 300 x 250 px | |
| Middle Leaderboard* | 728 x 90 px | |
| Wide Rectangle | 600 x 100 px | |
| Bottom Leaderboard* | 728 x 90 px | |
| Tablet Leaderboard* | 600 x 100 px | |
| Mobile Leaderboard* | 320 x 50 px | |
| Welcome Ad | 640 x 480 px | |

*All leaderboard material submissions should include a separate mobile and tablet version. Mobile and tablet leaderboards are not sold independently.

**All 3rd party HTML5 and ad tags must be SSL-compliant and use HTTPS.

E-MAIL

| GRAPHIC AD UNIT | DIMENSIONS | ACCEPTED FORMATS |
|------------------|--------------|---|
| Wide Rectangle | 600 x 100 px | JPG, PNG, GIF, 3rd Party Ad Tags* Max. File Size - 50 KB |
| Medium Rectangle | 300 x 250 px | |
| Product Ad | 220 x 220 px | |
| Showcase Image | 220 x 220 px | |

* All 3rd party ad tags must be SSL-compliant and use HTTPS.

DIGITAL EDITION

| GRAPHIC AD UNIT | DIMENSIONS | PREFERRED FORMATS |
|----------------------|-------------|----------------------------------|
| Ad Across from Cover | 6.4" x 8.7" | High Res. PDF* |
| Leaderboard | 728 x 54 px | Static or Animated JPG, PNG, GIF |

*Full-page print ad can be resized by Boutique Design production department.

E-NEWSLETTERS

E-Newsletters provide the opportunity to advertise alongside editorial content.

E-Newsletter ad units include:

- Primary Wide Rectangle
- Primary Medium Rectangle
- Product Ad (220 x 220 px image plus maximum 300-character description)
- Secondary Wide Rectangle
- Secondary Medium Rectangle

Due to e-mail client display limitations, Flash, Javascript, ActiveX, or other scripting are NOT permitted. Third-party ad serving is accepted.

Please be sure to e-mail the destination URL for your ad to the production department.

Animated GIFs are not supported by all e-mail clients, so make sure your ads are effective and contain vital details on the first frame.

E-SHOWCASES

E-Showcases highlight multiple products or services within one e-mail. Each listing contains an image, headline, and company name.

Please send the following for all E-Showcase ads:

- Headline (max. 7 words)
- Image (220 x 220 px)
- Company Name (exactly how you want it to appear)
- Destination URL

If you want your logo to appear in your listing, please incorporate it into your image.

Acceptable file formats for product images include JPG, GIF, and PNG.

E-MAIL ANNOUNCEMENTS

The following must be included in submission materials for announcements:

- HTML and text versions of the message
- Subject line
- E-mail addresses for inquiries, approval, and final distribution
- A list of emails opted out from your company communication

A draft will be sent to the specified contact address for approval. Clients must respond within one business day of receiving the draft to ensure timely delivery.

Because e-mail software varies in code support, HTML e-mails will render differently in each program. Clients are responsible for coding and testing all HTML messages to ensure proper appearance prior to submission. ST Media Group cannot be held responsible for improper display of an HTML e-mail.

WEB-ENABLED UPLOAD

Visit our upload link at <http://upload.stmediagroup.com> to send your files electronically. Select "ST Online Department" from the dropdown menu. When submitting multiple files, please include them all in one compressed folder (ZIP). After your upload is complete, please email Diane Jones-Dunham to inform her what was uploaded.

DIGITAL AD DEADLINES

All ad materials are due **no later than 5 business days** before ad is scheduled to go live. Materials must be delivered to the digital production contact by deadline for timely deployment.