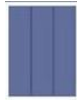


The Old Schoolhouse

The Magazine for Homeschool Families

Specifications for Digital Display Ads in Bi-monthly interactive digital magazine



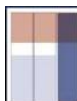
Full Page (with bleed)
8.675" w x 11.125" h
2594 x 3330 pixels
(All text should be .4" off the edge)



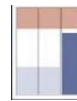
1/2 Horizontal
7.5" w x 4.867" h
2250 x 1460 pixels

Full Page (no bleed)
7.5" w x 10" h
2250 x 3000 pixels

1/2 Vertical
4.9" w x 7.5" h
1470 x 2250 pixels



1/3 Horizontal
7.5" w x 3.2" h
2250 x 960 pixels



1/4 Horizontal
7.5" w x 2.33" h
2250 x 700 pixels

1/3 Vertical
2.33" w x 10" h
700 x 3000 pixels

1/4 Vertical
2.33" w x 7.5" h
700 x 2250 pixels

1/3 Square
4.9" w x 4.91" h
1470 x 1470 pixels

1/4 Square
4.91" w x 3.5" h
1470 x 1050 pixels

Magazine Display ad submission guidelines:

Required formatting: (Digital Submissions Preferred)

- CMYK (4-color) format. (If sending .pdf, make sure file is CMYK before saving.)
- 300 DPI, high resolution, correct size at 100% based on space purchased
- File formats are: .pdf, .tif, or .jpg. (MS Word and Publisher ARE NOT acceptable [.doc or .pub] formats.)
- Text fonts must be converted to outlines or embedded
- Please DO NOT add crop marks to any ads.
- Embedded Links must be reported to ad sales rep at time of ad submission and include URL.

Video Enhancement

100 MB in .avi, .dv, .dvcPro, .flv, .f4v(h264), .mpeg1, .mpeg2, .mpeg4/.mp4, .mov, .wmv, .3gp(mobile phones) format
Maximum 2 minutes in length; on demand only

Slideshow Enhancement

2-20 graphics in .jpg, .gif, .png, .tif, and .bmp files format, Captions possible up to 450 characters; on demand only

Submission Guidelines

Cover Ads: Cover ad positions must be reserved and paid for 6 months in advance (example: cover ads for the July/August issue, must be reserved and paid for by the end of the preceding December). Cover ad positions are available only in full-year blocks. No discounts apply.
NO FLASH BANNERS ACCEPTED

Advertisement Submission: Ads may be submitted via FTP, email (preferred), or postal mail (on disk). Submission by FTP: <http://media.tosmag.com/up/> (Ask your sales representative for login information.) **Any EMBEDDED LINKS must be reported to ad sales rep at time of submission.**

Color Matching: Due to the variations in file formats and printing processes, TOS cannot guarantee perfect color matching of advertisements. Submissions of advertising materials for potential publication constitutes a waiver of all claims relating to color matching and other minor errors in printing and formatting quality.

Copyrights: All artwork, text, and other components must be the legal property of the submitting advertiser. Copyrighted material or material belonging to a third party may be used only with the written permission of the owner or copyright holder, a copy of which must be furnished to TOS along with the artwork and advertisement. TOS will not attempt to obtain permission for use of protected works and bears no liability for copyright infringement or other illegal conduct by advertisers or contributors.

IMPORTANT NOTE: Advertisements that do not conform to TOS file guidelines will incur additional fees for necessary conversion, alterations, and editing. Please contact TOS in advance with questions concerning the file specifications and/or requirements.

TOS reserves the right, but has no obligation, to accept additional file types on a case-by-case basis. Advertisers should contact TOS for verification and instructions before sending files of any types other than the acceptable file formats listed above. Conversion charges will be assessed for any advertisement submitted in an alternative format or otherwise requiring conversion to TOS standard formats.

Full Legal Terms & Conditions should be found right here: <http://tosmediakit.com/Terms.html>.