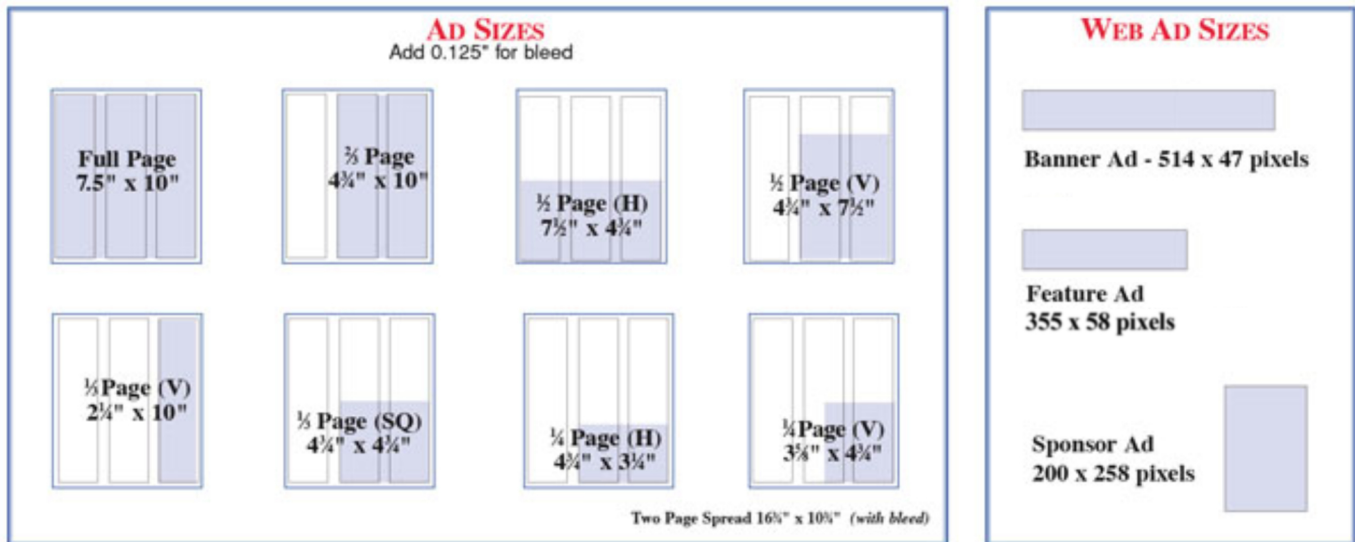


THE AMERICAN EXPORTER

ADVERTISING SPECIFICATIONS



MECHANICAL REQUIREMENTS- *The American Exporter* is printed using the computer to plate (CTP) process.

Acceptable Ad Formats: Preferred format is High-resolution **press ready** PDF. Also acceptable are files created with Adobe Photoshop 7.0 through CS4 TIFF or EPS (minimum 300 DPI), Adobe Illustrator 10.0 through CS4 EPS, from either IBM compatible or Macintosh platforms.

All type **MUST** be converted to outlines.

Files can be sent on a CD-ROM, or, as zipped or stuffed files and emailed to ExporterMagazine@aol.com. Please include all supporting graphics, fonts and files. For large files, contact us via email for ftp information.

TRIM — 8 3/8 x 10 7/8 **LIVE AREA** - 7.5x10

BINDING — Saddle-stitched

LINE SCREEN — 133-lpi acceptable