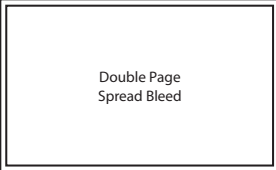
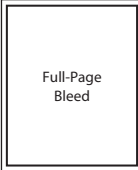

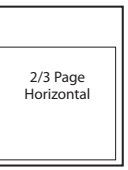
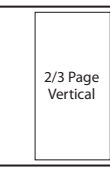
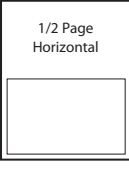
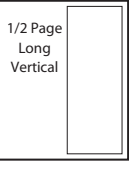
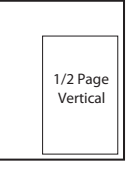
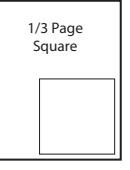
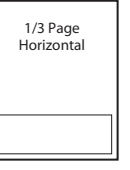
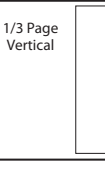
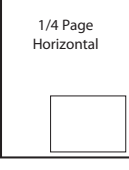
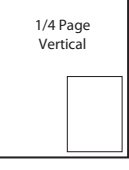
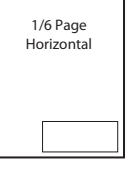
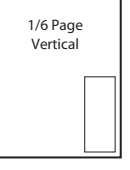
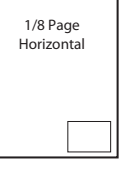
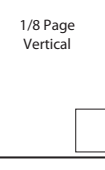


Upstream Texas Membership Directory and Resource Guide

Print Advertising Specifications

Directory/Magazine Trim Size: 8.375" x 10.875"

 Double Page Spread Bleed 17" x 11.125"	 Full-Page Bleed 8.625" x 11.125"	 Full-Page No Bleed 7" x 9.5"	 2/3 Page Horizontal 7" x 6.333"	 2/3 Page Vertical 4.583" x 9.5"	
 1/2 Page Horizontal 7" x 4.583"	 1/2 Page Long Vertical 3.333" x 9.5"	 1/2 Page Vertical 4.583" x 7"	 1/3 Page Square 4.583" x 4.583"	 1/3 Page Horizontal 7" x 3"	 1/3 Page Vertical 2.166" x 9.5"
 1/4 Page Horizontal 4.583" x 3.333"	 1/4 Page Vertical 3.333" x 4.583"	 1/6 Page Horizontal 4.583" x 2.166"	 1/6 Page Vertical 2.166" x 4.583"	 1/8 Page Horizontal 3.333" x 2.166"	 1/8 Page Vertical 2.166" x 3.333"

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

Specs for Outsert/Inserts

Directory/Magazine

1 Pg / 1 Surface 8.375" x 10.875"

1 Pg / 2 Surface 8.375" x 10.875"

2 Pg / 4 Surface 8.375" x 10.875"

Postcards 6" x 4.25"

Heavy Card Stock Insert 8.25" x 10.75"

Postal flyersheets 8.5" x 11"

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com

Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).