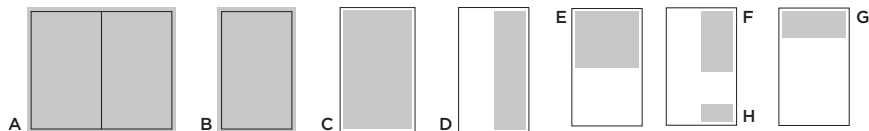


MECHANICAL SPECIFICATIONS



BLEED ADS	LIVE AREA	WITH TRIM	WITH BLEED
A. Spread	9 x 7.5" 228 x 190mm	10 x 8" 254 x 203mm	10.25 x 8.25" 260 x 209.55mm
B. Full Page	4.16 x 7.5" 105 x 190mm	5 x 8" 127 x 203mm	5.25 x 8.25" 133 x 209.55mm

NON BLEED ADS

C. Page	4.16 x 7.5" 105 x 190mm		
D. Half Page Vertical	2 x 7.36" 50 x 187mm		
E. Half Page Horizontal	4.16 x 3.6" 105 x 91mm		
F. Quarter Page Vertical	2 x 3.6" 50 x 91mm		
G. Quarter Page Horizontal	4.16 x 1.66" 105 x 42mm		
H. Impact Ad	2 x 1.25" 50 x 32mm		

Please Note: Bleed pages require an additional 0.125" or 3.5mm bleed on all sides.

PRODUCTION CHARGES

Any production costs incurred by the advertiser will be billed as "Ad Design Production/Layout" charges. Advertisements must meet *Blouin Gallery Guide* size and digital file specifications or client will be billed for necessary adjustments.

DESIGN/MEDIA

Please include your company name on all folders and files. Files smaller than 5mb are accepted via e-mail to: ssharp@artinfo.com

No floppy or zip discs accepted.

Please send proofs and Mac-formatted CD to:

BLOUINARTINFO CORP PRODUCTION DEPARTMENT
80 BROAD STREET, NEW YORK NY 10004, Suite 607

FOR SPOTLIGHT PAGE

- High resolution press-quality image, 300 dpi, CMYK sized to 5 inches wide by default
- Caption information (artist, "title", year, medium, size, gallery name/venue)
- Up to 250-300 words of general information per page
- A signed display ad contract (advance payment required)

FOR A PHOTO INSERT

- High resolution press-quality image, 300 dpi, CMYK sized to 5 inches wide by default
- Caption information (artist, "title", year, medium, size, gallery name/venue)
- A signed display ad contract (advance payment required)

HI-RES PDF FILES

The Hi-res PDF files **MUST** have:

1. All fonts embedded
2. The correct mode (CMYK or Grayscale) never RGB, LAB or embedded color profiles (No ICC profiles)
3. All spot colors must be converted to CMYK. No file with PMS colors will be accepted unless .
4. All high-res images must be embedded in the file. No OPI (Open Prepress Interface) images can be used
5. Resolution: 300 DPI for all submitted images and files
6. All PDFs must have bleed and registration marks

ACCEPTED MATCH PROOFS

The following are the only accepted proofs for 4-color ads:

- Kodak® Approval proof
- Fujji® FINALPROOF
- Matchprint® DIGITAL H/T Proof
- If a color calibrated proof is not provided with photo inserts, spotlights and ads, the publication is not responsible for the color reproduction.

Publication not responsible for variance between digital file, and any proof not listed above. Proof must be screened at 133 line screen on publication base, color calibration SWOP standards, density max 300%.

Please Note: Gallery Guide accepts electronic files as being camera-ready with the understanding that all of the specifications on this form have been followed and met. All electronic files on disk, CD, etc., will be output and printed exactly as they are received.

No changes or modifications will be made.