

The Ultimate Radio Station Desktop Reference!

the RadioBook

www.theRadioBook.com 2008-2009

PRINTING SPECIFICATIONS

FINSIHED BOOK SIZE:

8 1/2" wide x 11" tall - Gloss 5-color cover and 4-color matte finish inside covers.

AD SIZES:

<i>Interior Folio:</i>	7.75" x 10"	No bleed (Black&White)
<i>Inside Back/Front:</i>	8.625" x 11.25" wide	Live area 7.75" x 10"(color: CMYK)
<i>Quarter Page "Strip" Ad:</i>	7.5" x 2.125"	No bleed (Black&White)

Attention Mac Users: Artwork should be delivered in PDF format - 300 dpi - optimized.

DELIVERY:

All artwork should be sent via Email or posted to our FTP Site:

FTP address: 198.107.189.14

FTP Login ID: mstreetnet

FTP Password: AYS197

Folder name: "Drop-Off"

* Artwork for the **ALL** positions must be supplied electronically.
If you are on a Macintosh platform, we gladly accept high resolution PDFs.

E-mail artwork to: graphics@insideradio.com

(files not to exceed five megabites - please use the FTP site if files are larger).

FILE TYPES:

PC Compatible: 4-Color; 300 dpi; TIF / EPS / JPG / PDF in these programs: Adobe Illustrator, Adobe Pagemaker, Adobe Photoshop, Adobe Acrobat, Adobe Indesign. For layout program files: **create outlines for fonts**. Please compress all EPS files.

DEADLINE: June 13, 2008

For art direction contact Kelli Grisez at (615) 793-2905 or e-mail: graphics@insideradio.com.

OTHER ADVERTISING OPTIONS:

If you wish to place an ad in the The Radio Book, Full-Page ads are available. Please contact General Manager, Gene McKay for complete information and rate card.
Call 1-800-640-8852 or e-mail ads@insideradio.com.

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The most comprehensive listing of U.S. and Canadian radio station information.

THE RADIO BOOK is used by over 3000 radio professionals and is, quite simply, the best radio directory covering over 14,000 stations and nearly 400 radio markets across the U.S. and Canada ever produced.

This 8.5" x 11" soft-cover book, contains nearly 900 pages of addresses, phone numbers, personnel, formats, facilities, ownership, call letters, former call letters, and current Arbitron ratings.

The Radio Book has listings for Mexico's border stations, format trend statistics and classifications, and articles from the movers and the shakers in the business to help increase your knowledge and success. Critical "format" statistics are also included.

The book is divided into easy-to-use sections indexed by **U.S. State/ City of License, Radio Markets, Alphabetized Call Letters (both current and former), Frequency, and Canadian Station Information.**