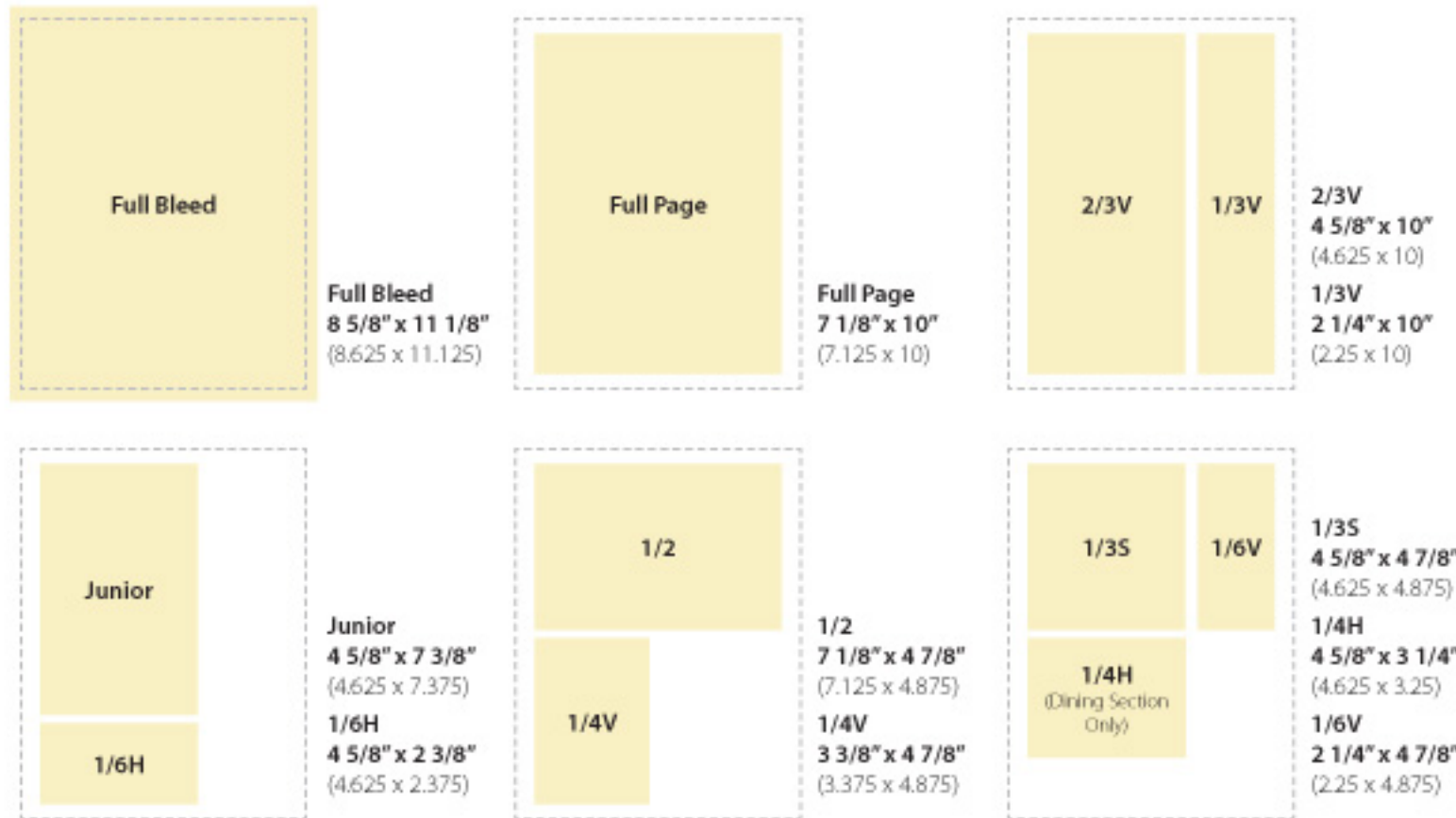


Advertising Dimensions



Full Bleed

8 5/8" x 11 1/8" (8.625 x 11.125)

Production Guidelines

What's Up? Publishing Group is committed to the accurate reproduction of advertisements. Advertisers are strongly encouraged to submit high-quality materials. Publisher reserves the right to reject materials of inferior quality or to alter incorrectly sized ads. All digital files need to be Mac files. All camera-ready advertisements must be submitted as a digital press-optimized PDF. Files may be submitted on CD or via e-mail to: trafficmgr@whatsupmag.com.

What's Up? Publishing Group does not accept any files on floppy disk. All images must be 300 dpi CMYK files.

IMPORTANT: A COLOR LASER OR INK JET PROOF IS REQUIRED. WHAT'S UP? PUBLISHING GROUP IS NOT RESPONSIBLE FOR ERRORS IF A PROOF DOES NOT ACCOMPANY ALL DIGITALLY SUBMITTED ADS.

Marketplace Ad Sizes

Marketplace Ads are 2 1/4" wide. Height is purchased separately. Ask your account executive for details.