

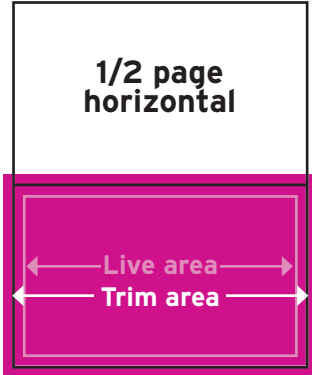
Mechanical Specifications:

Publication trim size:
8.375" x 10.875"

Binding: Perfect

Live area: All live matter and type should be 3/8" from trim size on all sides.

Size	Width	Depth
Spread w/bleed	17"	11.125"
Trim size	16.75"	10.875"
Live area	16.25"	10.375"
Gutter area	0.5"	10.875"
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Full Page Ad w/bleed	8.625"	11.125"
Trim size	8.375"	10.875"
Live area	7.875"	10.375"
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1/2 Page Vertical Non bleed	3.8125"	10.375"
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1/2 Page Vertical Bleed	4.3125"	11.125"
Trim size	4.0625"	10.875"
Live area	3.5625"	10.375"
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1/2 Page Horizontal Non bleed	7.875"	5.0625"
<hr/>		
1/2 Page Horizontal Bleed	8.625"	5.5625"
Trim size	8.375"	5.3125"
Live area	7.875"	4.8125"



Capital Style Rates:

	Open	2x	7x
Full-page spread	\$4,965	\$4,280	\$3,600
Full-page	\$3,010	\$2,595	\$2,190
1/2 page	\$2,035	\$1,770	\$1,510

Premium Positions

	7x
Inside Cover	\$2,768
Page 1	\$2,768
Page 2	\$2,768
Page 3	\$2,768
Inside Back	\$2,768
Back Page	\$3,052

Every ad package includes visibility on Capital-Style.com

All full-page ads receive online ad impressions and an enhanced directory listing, which includes advertiser by category with the name of your business in color and a click through to your website. If you do not have a website, we will produce a flash ad.

All premium print positions include premium fixed online positioning on Capital-Style.com. As a premium position advertiser, you will also receive an enhanced listing in the directory, which includes a sponsorship of the directory, your business name in color and a click through to your website. If you do not have a website, we will produce a flash ad.

Contact your account executive or call 614.461.8700 for more information.

Formats: Capital Style prepress operations are 100% digital. Capital Style uses a Macintosh OSX system and supports: PDF, EPS and JPG formats (JPG for images only, not completed ads).

Supported Media: Capital Style supports CD, DVD and other media formats.

Supported Applications: Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat.

PDFs: Capital Style accepts ads submitted in a PDF format. When preparing your PDF standard bleed and trim marks should be included but not in the "live" or "bleed" area. Embed the complete set of fonts not just the subset in your PDFs. Use the highest level or press setting resolution when distilling with a minimum of 350 dpi.

Screen ruling: Capital Style will be printed at 175 line per inch.

Color space: All materials should be delivered in CMYK only.

Image resolution: Photographic images should be prepared at a resolution of no less than 350 dpi at 100%. Line art and bit-mapped images should be a minimum of 1500 dpi at 100%. Vector based artwork is preferred, such as Illustrator EPS files.

Proofs: A color laser proof should be submitted with electronic ad submissions.

Fonts: All fonts used should be Type 1 postscript.

Send materials to: <http://printads.dispatch.com>.

Issue	Closing Date:	Materials Due:	Electronic Ads Due:	Publication date:
Bridal 2011	Nov. 19	Dec. 3	Dec. 10	Jan. 10
March/April	Jan. 14	Jan. 19	Jan. 25	Mar. 7
May/June	Mar. 15	Mar. 18	Mar. 28	May 2
July/August	May 16	May 20	May 27	July 5
September/October	July 18	July 22	July 29	Sept. 5
November/December	Sept. 19	Sept. 23	Sept. 30	Nov. 7
Bridal 2012	Oct. 26	Oct. 28	Nov. 4	Dec. 5



SMART,
stylish and
successful.

Those words could describe any *Capital Style* reader ... as well as her favorite magazine.

Capital Style is the bimonthly resource for the woman on the go. She may be busy with work and family, social and charitable functions, shopping and fitness. But despite her hectic schedule, she wants to make the most of her life in Central Ohio, and *Capital Style* is here to help.

Capital Style is an expert resource for shopping and fashion, from the latest looks at local boutiques to new trends in beauty and makeup. *Capital Style* is a guide to the city, from social functions to reviews of hot new restaurants. *Capital Style* can help at home, from expert decorating tips to advice for the family and kids. *Capital Style* also understands that readers care about big issues too, with in-depth features and profiles of local leaders and businesswomen.

Seven times a year, *Capital Style* delivers all of this coverage to Central Ohio's most affluent readers. For the woman on the go, it's the ultimate accessory.



what's
inside CAPITALSTYLE

LIMELIGHT | Photos from society events, benefits and fundraisers, plus a calendar of upcoming charitable events

TRENDSSETTERS | Meet successful female leaders making their mark on the community

PASSION TO PROFITS | An introduction to enterprising women who have turned hobbies and interest into businesses

CAPITAL COUTURE | The latest and greatest clothing and accessories from Columbus boutiques and department stores

CRAVE | The hottest finds around town, from housewares to handbags

NOUVEAU YOU | Treatments, advice and new procedures from medi-spas, cosmetic surgeons and other beauty professionals

DÉCOR | Tour the most luxurious homes in the city

YOU'RE INVITED | A guide to hosting spectacular soirees with tips on food, cocktails, décor and more

LET'S LUNCH | We linger over lunch at Central Ohio's most delectable restaurants

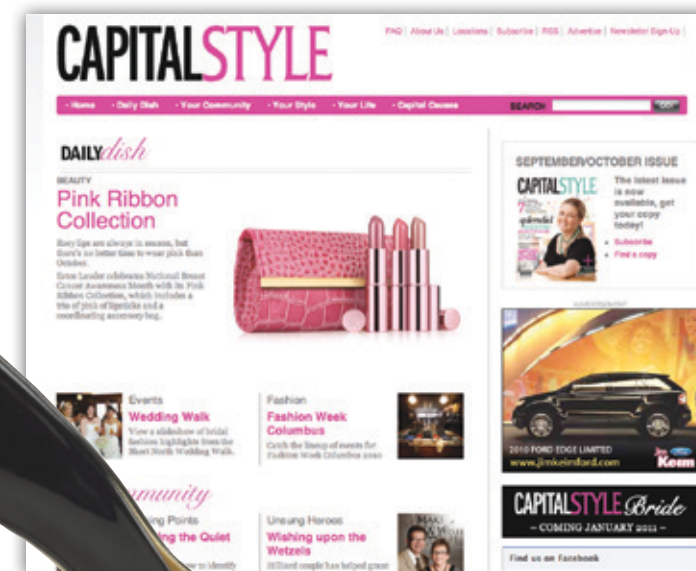
MOMOLGY | Parenting advice, styles and shopping for the kids, and fun events for the entire family.

TOUR GUIDE | A map showing our favorite shopping areas around Central Ohio—and where to shop when you get there.

...plus advice on makeup, fitness, wellness, parenting and more



what's
online at CAPITAL-STYLE.com



Between bimonthly issues of *Capital Style* magazine, we'll keep you connected every day at Capital-Style.com. Here's a sampling of what we will offer:

- **THE DAILY DISH:** Be in the know with daily updates on can't-miss events, must-have finds and more.
- **SLIDESHOWS:** Check the latest party pics here – and buy them, too!
- **SHOP TALK:** An interactive map of area boutiques and Q&A's with store owners

...plus profiles, restaurants and more!