



HELPFUL HINTS

SELECTING YOUR ARTWORK FOR MAXIMUM IMPACT

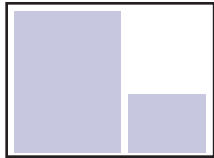
These suggestions are provided by the publisher to assist you in choosing your images. Whenever possible, please send alternate selections and indicate your order of preference. We may use extra images as feature article and blog illustrations. Diagrams are for explanation purposes only, your ad is custom designed and unique to you.

BEST FOR... HALF PAGE



One horizontal image with text at the bottom.

OR



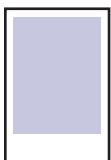
Multiple images with text at the top.



A single vertical image is NOT recommended for a half page.

BEST FOR... QUARTER PAGE

Less is more! In most cases a single image is best for a quarter page.



One vertical image with text at the bottom is recommended.

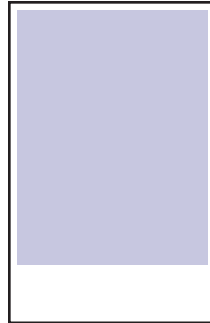
OR



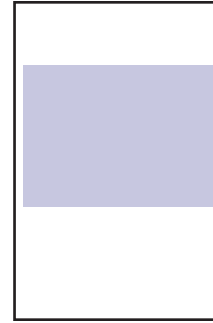
If more room is needed for text, one horizontal image with text at the bottom.

BEST FOR... FULL PAGE

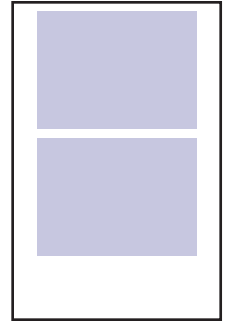
For an extra big splash out, we suggest two facing pages.



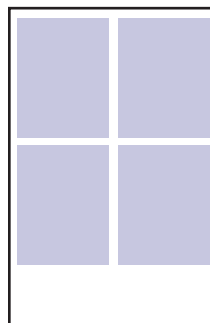
One vertical image with text at the bottom. Works well with full bleed. Very dramatic.



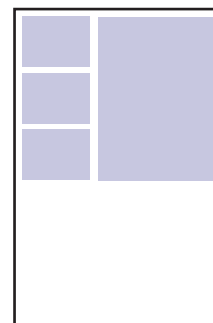
One horizontal image allows more room for text at the top and bottom. Or, leave it spacious.



Two horizontal images with text at the bottom. Good for showing a variety of your work without over-crowding.



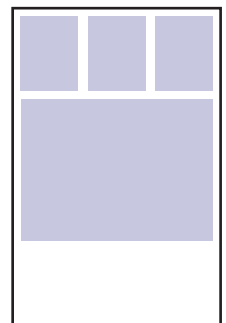
Four images with text at the bottom. NOT recommended for a mix of horizontal and vertical images.



Two ideas for mixing horizontal and vertical images. Text at bottom.

These work because they feature only one predominant image with a selection of smaller images.

Good for galleries.



The examples shown are based on various reductions of an 18"x24" canvas, in either vertical or horizontal format, as noted in the captions.