

## MECHANICAL SPECIFICATIONS

### FILE SUBMISSION

**We only accept advertising in PDF/X-1a format.** Please supply a contract color proof such as a Creo Spectrum, or Kodak Approval. We can also accept a color accurate proof, such as output from professional grade Canon, Epson, or HP proofing devices. We always use our best efforts to ensure final reproduction of a submitted PDF matches the supplied proof, but we can not guarantee SWOP standard color matching with a non-contract grade proof. If a proof is not supplied, we cannot assume liability for omissions, misprints or font defaults. Please call us for specifications prior to submitting your file.

	WIDTH	HEIGHT
<b>SPREAD (BLEED)</b>	20.25"	12.25"
<b>SPREAD (TRIM SIZE)</b>	20"	12"
<b>SPREAD (LIVE AREA)</b>	19.5"	11.5"
<b>SPREAD (GUTTER AREA)</b>	<i>No type should appear within .25" gutter area on either side from the center of a spread</i>	
<b>PAGE (BLEED)</b>	10.25"	12.25"
<b>PAGE (TRIM SIZE)</b>	10"	12"
<b>PAGE (LIVE AREA)</b>	9.5"	11.5"
<b>JUNIOR PAGE</b>	6.25"	11.5"
<b>1/2 PAGE HORIZONTAL</b>	9.5"	5.625"
<b>1/2 PAGE VERTICAL</b>	4.625"	11.5"
<b>1/3 PAGE</b>	3"	11.5"
<b>1/4 PAGE</b>	4.625"	5.625"
<b>1/8 PAGE</b>	4.625"	2.687"
<b>LINE SCREEN</b>	150 body, 175 cover	
<b>MAXIMUM INK DENSITY</b>	300%	

Please keep all printer's marks outside of the bleed area.

### DEADLINES FOR SPACE & MATERIALS

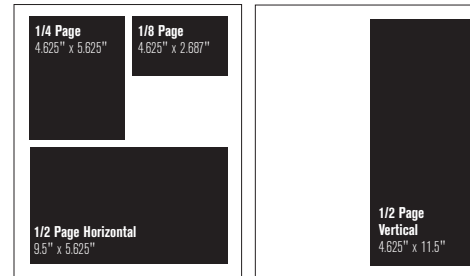
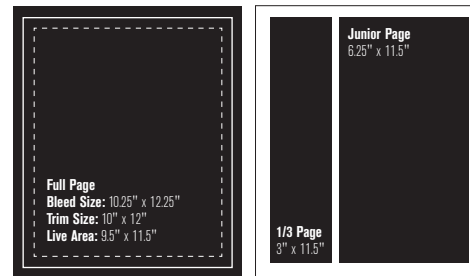
ISSUE	PREMIUM CLOSE	SPACE AND MATERIALS DEADLINE	ON SALE
JAN/FEB 09	Dec 15	Dec 29	Jan 26
MAR/APR 09	Jan 19	Feb 1	Mar 2
MAY/JUN 09	Mar 18	Apr 1	May 1
JUL/AUG 09	May 18	Jun 1	Jul 1
SEP/OCT 09	Jul 20	Aug 3	Sep 1
NOV 09	Sep 17	Oct 1	Nov 2
DEC 09	Oct 19	Nov 2	Dec 1

\* Cancellation of previously contracted ads must be made in writing no less than fifteen days prior to the published closing date.

### WE CAN DESIGN YOUR AD

Our design and production department will be happy to provide comprehensive creative, scanning, retouching and proofing services. We offer competitive hourly rates. Please contact your sales rep or account coordinator for details.

NOTE | All spread advertising must be supplied as two separate single-page documents. All media is non-returnable, unless requested for in advance with a FedEx account number.



### THE ATLANTAN ADVERTISING DEPARTMENT

Patricia E. Pruett PUBLISHER

T 404.443.0004 | F 404.443.6199 | ppruett@modernluxury.com  
3340 Peachtree Rd. NE, Ste. 1425, Atlanta, GA 30326

### THE ATLANTAN PRODUCTION DEPARTMENT

Jocelyn Fuller PRODUCTION MANAGER

T 312.274.2524 | F 312.274.2724 | jfuller@modernluxury.com  
200 W. Hubbard St., 8th Floor, Chicago, IL 60654

Upload your ad on the web at <http://adlink.modernluxury.com>.