

MECHANICAL SPECIFICATIONS

FILE SUBMISSION

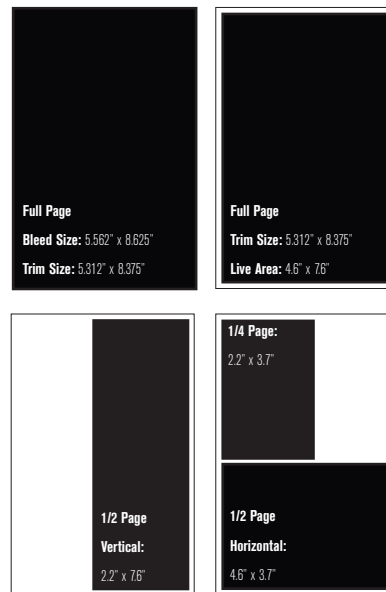
We only accept advertising in PDF/X-1a format. Please supply a contract color proof such as a Creo Spectrum, or Kodak Approval. We can also accept a color accurate proof, such as output from professional grade Canon, Epson, or HP proofing devices. We always use our best efforts to ensure final reproduction 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
Page (Bleed)	5.562"	8.625"
Page (Trim Size)	5.312"	8.375"
Page (Live Area)	4.6"	7.6"
1/2 Page Horizontal	4.6"	3.7"
1/2 Page Vertical	2.2"	7.6"
1/4 Page	2.2"	3.7"
Line Screen:	150 body, 175 cover	
Proofs:	See above	
Other:	Maximum ink density: 300%	

WE CAN DESIGN YOUR AD

We can also 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.



DEADLINES FOR SPACE & MATERIALS

ISSUE	PREMIUM CLOSE	SPACE CLOSE	MATERIAL DEADLINE	ON SALE
JAN/FEB 09	Nov 14	Nov 26	Dec 1	Jan 2
MAR/APR 09	Jan 15	Jan 26	Feb 2	Mar 2
MAY/JUN 09	Mar 16	Mar 25	Apr 1	May 1
JUL/AUG 09	May 15	May 25	Jun 1	Jul 1
SEP/OCT 09	Jul 15	Jul 24	Aug 3	Sep 1
NOV/DEC 09	Sep 15	Sep 25	Oct 1	Nov 2

FRONT DESK SAN FRANCISCO

ADVERTISING DEPARTMENT

Scot Bondlow PUBLISHER

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FRONT DESK SAN FRANCISCO

PRODUCTION DEPARTMENT

Jocelyn Fuller PRODUCTION MANAGER

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