

# HOUSTON

## 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>	No type should appear within .25" gutter area on either side from the center of a spread	
<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

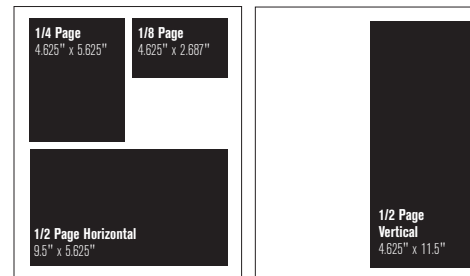
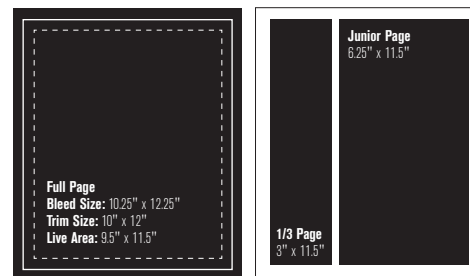
ISSUE	PREMIUM CLOSE	SPACE CLOSE	MATERIAL DEADLINE	ON SALE
JAN 09	Nov 14	Nov 26	Dec 1	Jan 2
FEB 09	Dec 15	Dec 26	Jan 2	Feb 2
MAR 09	Jan 15	Jan 26	Feb 2	Mar 2
APR 09	Feb 16	Feb 25	Mar 2	Apr 1
MAY 09	Mar 16	Mar 25	Apr 1	May 1
JUN 09	Apr 15	Apr 24	May 1	Jun 1
JUL 09	May 15	May 25	Jun 1	Jul 1
AUG 09	Jun 15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



### HOUSTON ADVERTISING DEPARTMENT

**Louis F. DeLone** PUBLISHER

T 713.353.9370 | F 713.860.2880 | [ldelone@modernluxury.com](mailto:ldelone@modernluxury.com)  
2700 Post Oak Blvd., Ste. 350, Houston, TX 77056

### HOUSTON PRODUCTION DEPARTMENT

**Jocelyn Fuller** PRODUCTION MANAGER

T 312.274.2524 | F 312.274.2724 | [jfuller@modernluxury.com](mailto:jfuller@modernluxury.com)  
200 W. Hubbard St., 8th Floor, Chicago, IL 60654

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

MODERN LUXURY  
MEDIA

[WWW.MODERNLUXURY.COM](http://WWW.MODERNLUXURY.COM)