

## 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

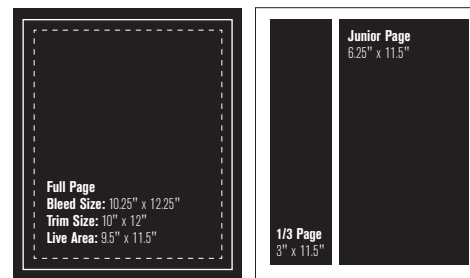
ISSUE	PREMIUM CLOSE	SPACE CLOSE	MATERIAL DEADLINE	ON SALE
Mar 09	Jan 15	Jan 26	Feb 2	Mar 16
Sep 09	Jul 1	Jul 24	Aug 3	Sep 15

\* 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 MEN'S BOOK CHICAGO

ADVERTISING DEPARTMENT

**John Carroll** PRESIDENT/GROUP PUBLISHER

T 312.274.2525 | F 312.832.0724 | jcarroll@modernluxury.com  
200 W. Hubbard St., 8th Floor, Chicago, IL 60654

### THE MEN'S BOOK CHICAGO

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>.