

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
SPREAD (BLEED)	20.25"	12.25"
SPREAD (TRIM SIZE)	20"	12"
SPREAD (LIVE AREA)	19.5"	11.5"
SPREAD (GUTTER AREA)	<i>No type should appear within .25" gutter area on either side from the center of a spread</i>	
PAGE (BLEED)	10.25"	12.25"
PAGE (TRIM SIZE)	10"	12"
PAGE (LIVE AREA)	9.5"	11.5"
1/2 PAGE HORIZONTAL	9.5"	5.625"
1/2 PAGE VERTICAL	4.625"	11.5"
1/4 PAGE	4.625"	5.625"
LINE SCREEN	150 body, 175 cover	
MAXIMUM INK DENSITY	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
Apr 09**	Feb 15	Feb 26	Mar 1	Apr 1
Sep 09	Jul 1	Jul 24	Aug 3	Sep 15

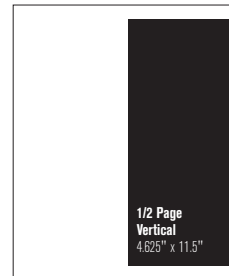
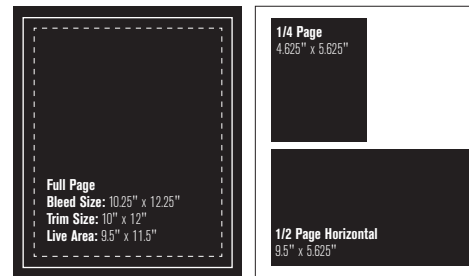
** April's dates reflect the Men's section running within *Houston* magazine.

* 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 HOUSTON ADVERTISING DEPARTMENT

Louis F. Delone PUBLISHER

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THE MEN'S BOOK HOUSTON PRODUCTION DEPARTMENT

Jocelyn Fuller PRODUCTION MANAGER

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