

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"
JUNIOR PAGE	6.25"	11.5"
1/2 PAGE HORIZONTAL	9.5"	5.625"
1/2 PAGE VERTICAL	4.625"	11.5"
1/3 PAGE	3"	11.5"
1/4 PAGE	4.625"	5.625"
1/8 PAGE	4.625"	2.687"
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

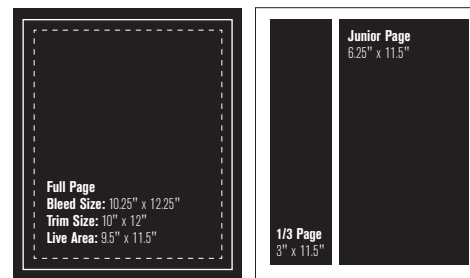
ISSUE	PREMIUM CLOSE	SPACE CLOSE	MATERIAL DEADLINE	IN HOME
JAN 09	Nov 15	Nov 26	Dec 1	Dec 26
FEB 09	Dec 15	Dec 26	Jan 1	Jan 25
MAR 09	Jan 15	Jan 25	Feb 1	Feb 25
APR 09	Feb 15	Feb 25	Mar 1	Mar 25
MAY 09	Mar 15	Mar 25	Apr 1	Apr 25
JUN 09	Apr 15	Apr 25	May 1	May 25
JUL 09	May 15	May 26	Jun 1	Jun 25
AUG 09	Jun 15	Jun 25	Jul 1	Jul 25
SEP 09	Jul 15	Jul 25	Aug 1	Aug 25
OCT 09	Aug 15	Aug 25	Sep 1	Sep 25
NOV 09	Sep 15	Sep 25	Oct 1	Oct 25
DEC 09	Oct 15	Oct 27	Nov 1	Nov 25

* 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.



SAN FRANCISCO ADVERTISING DEPARTMENT

Scot Bondlow PUBLISHER

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SAN FRANCISCO PRODUCTION DEPARTMENT

Jocelyn Fuller PRODUCTION MANAGER

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