

MECHANICAL SPECIFICATIONS

FILE SUBMISSION

We only accept advertising in PDF/X-1a format. Please supply a SWOP-certified proof. 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. If you have any questions, please call us for specifications prior to submitting your file.

NOTE All media is non-returnable, unless requested for in advance with a FedEx account number.

| | WIDTH | HEIGHT |
|-----------------------------|--|--------|
| SPREAD (BLEED) | 20.25" | 12.25" |
| SPREAD (TRIM SIZE) | 20" | 12" |
| SPREAD (LIVE AREA) | 19.5" | 11.5" |
| SPREAD (GUTTER AREA) | No type should appear within .25" gutter area on either side from the center of a spread | |
| 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" |
| 1/4 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 |
|------------------------------|---------------|--------------|-------------------|-------------|
| FALL WINTER '10 | APRIL 19 '10 | APRIL 26 '10 | MAY 3 '10 | JUNE 15 '10 |
| SPRING SUMMER '11 | OCT 18 '10 | OCT 25 '10 | NOV 1 '10 | DEC 15 '10 |

*Cancellation of previously contracted ads must be made in writing no less than fifteen days prior to the published closing date.

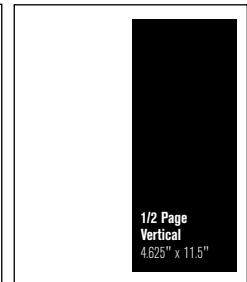
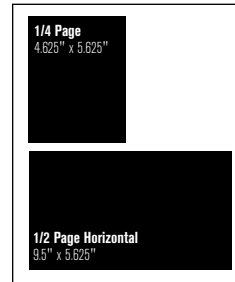
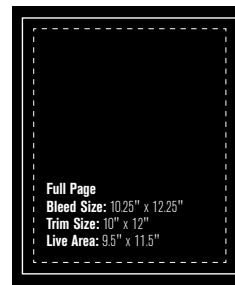
Upload Your File

<http://adlink.modernluxury.com>

You may select up to 45 files per session. Note that only zip archives (.zip), Stuffit archives (.sit, .sitx), and PDF files (.pdf) may be submitted. Please visit the Help Center on the site with any questions.

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.



Advertising Department

Caroline Barham | Account Executive

2828 Routh St., Ste. 350

Dallas, TX 75201

Tel 214.647.5676

Email cbarham@modernluxury.com

Production Department

Jocelyn Fuller | Production Manager

200 W. Hubbard St., 8th Floor

Chicago, IL 60654

Tel 312.274.2524 **Fax** 312.274.2724

Email jfuller@modernluxury.com