

## 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
<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>1/4 PAGE</b>	4.625"	5.625"
<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
<b>FALL WINTER '10</b>	APRIL 19 '10	APRIL 26 '10	MAY 3 '10	JUNE 15 '10
<b>SPRING SUMMER '11</b>	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.

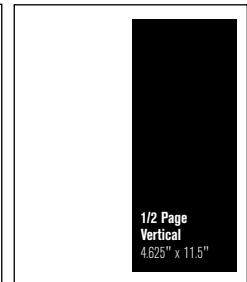
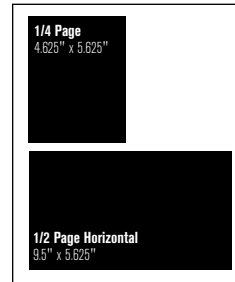
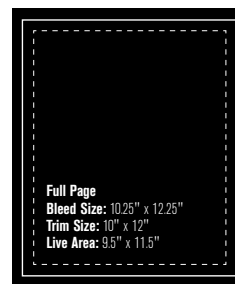
### Upload Your File

<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

**Lisa Gochman** | Publisher

2700 Post Oak Blvd., Ste. 350  
Houston, TX 77056

**Tel** 713.353.9373 **Fax** 713.860.2880

**Email** lgochman@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