

DALLAS MODERN LUXURY MAGAZINE MEDIA KIT 2010

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"
1/3 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	ON SALE
JAN/FEB 10	NOV 18	NOV 25	DEC 1	JAN 4
MAR 10	JAN 15	JAN 26	FEB 2	MAR 2
APR 10	FEB 16	FEB 25	MAR 2	APR 1
MAY/JUN 10	MAR 16	MAR 25	APR 1	MAY 1
JUL/AUG 10	MAY 15	MAY 25	JUN 1	JUL 1
SEP 10	JUL 15	JUL 24	AUG 3	SEP 1
OCT 10	AUG 14	AUG 25	SEP 1	OCT 1
NOV 10	SEP 15	SEP 25	OCT 1	NOV 2
DEC 10	OCT 15	OCT 26	NOV 2	DEC 1

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

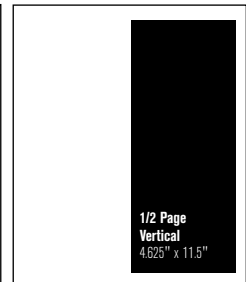
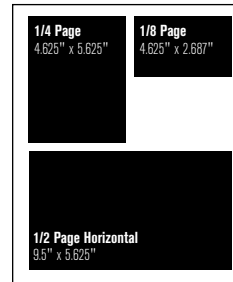
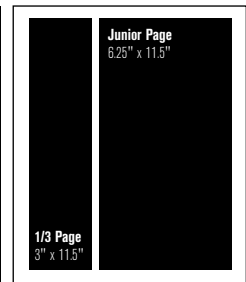
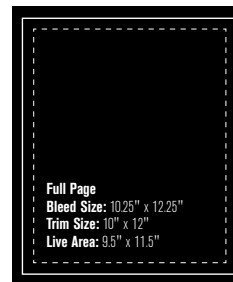
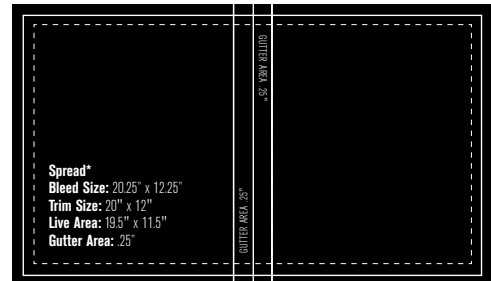
Upload Your File

<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

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