

# FrontDesk MEDIA KIT 2010

CHICAGO

## 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>PAGE (BLEED)</b>	5.562"	8.625"
<b>PAGE (TRIM SIZE)</b>	5.312"	8.375"
<b>PAGE (LIVE AREA)</b>	4.6"	7.6"
<b>1/2 PAGE HORIZONTAL</b>	4.6"	3.7"
<b>1/2 PAGE VERTICAL</b>	2.2"	7.6"
<b>1/4 PAGE</b>	2.2"	3.7"
<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>JAN '10</b>	NOV 18	NOV 25	DEC 1	DEC 31
<b>FEB '10</b>	DEC 17	DEC 24	JAN 4	JAN 29
<b>MAR '10</b>	JAN 18	JAN 25	FEB 1	FEB 26
<b>APR '10</b>	FEB 15	FEB 22	MAR 1	MAR 26
<b>MAY '10</b>	MAR 18	MAR 25	APR 1	APR 30
<b>JUN '10</b>	APR 19	APR 26	MAY 1	MAY 28
<b>JUL 10</b>	MAY 18	MAY 25	JUN 1	JUN 25
<b>AUG 10</b>	JUN 17	JUN 24	JUL 1	JUL 30
<b>SEP 10</b>	JUL 19	JUL 26	AUG 2	AUG 27
<b>OCT 10</b>	AUG 18	AUG 25	SEP 1	SEP 28
<b>NOV 10</b>	SEP 17	SEP 24	OCT 1	OCT 29
<b>DEC 10</b>	OCT 18	OCT 25	NOV 1	NOV 26

\*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.

**Full Page**  
**Bleed Size:** 5.562" x 8.625"  
**Trim Size:** 5.312" x 8.375"  
**Live Area:** 4.6" x 7.6"

**Full Page**  
**Trim Size:** 5.312" x 8.375"  
**Live Area:** 4.6" x 7.6"

**1/2 Page Vertical:**  
 2.2" x 7.6"

**1/4 Page:**  
 2.2" x 3.7"

**1/2 Page Horizontal:**  
 4.6" x 3.7"

### Advertising Department

**Natalie Duell | Director**

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**Email** nduell@modernluxury.com

### Production Department

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