

# MECHANICAL SPECIFICATIONS

AD SIZE	WIDTH	HEIGHT
SPREAD (BLEED)	20.25"	12.25"
SPREAD (TRIM SIZE)	20"	12"
SPREAD (LIVE AREA)	19.5"	11.5"
<p><b>Spread ads must be submitted as a 2-page PDF</b>, with page one as the left-hand page and page two as the right-hand page.</p> <p><b>Spread gutter allowance:</b> No type should appear within a .25" gutter area on either side of the center of a spread.</p>		
FULL PAGE (BLEED)	10.25"	12.25"
FULL PAGE (TRIM SIZE)	10"	12"
FULL 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%	

## MATERIALS DUE DATE IS THE FIRST OF THE MONTH PRIOR TO YOUR ISSUE DATE

Modern Luxury only accepts advertisements in **high-resolution PDF** format (PDF/X-1a preferred). All crop marks should be set outside the bleed area.

All files must be **CMYK**. Spot colors or RGB will be automatically converted by Modern Luxury. We cannot be responsible for color shifts that take place in ads that are not supplied as CMYK.

A **verified SWOP 3 color proof** should be submitted for any color-sensitive ads. We cannot guarantee SWOP standard color matching with a non-contract grade proof. If a proof is not supplied, we cannot assume liability for color shifts, omissions, misprints, or font defaults. If you have any questions, please call us for specifications prior to submitting your file. *The proof should be sent to the attention of your Account Coordinator. Note: All media is non-returnable unless requested for in advance with a FedEx account number.*

## ALL SUPPLIED AD MATERIALS ARE SENT TO MODERN LUXURY VIA ADLINK

An email notification will be sent from your Modern Luxury Account Coordinator indicating that your ad is due. Use the link provided in the email ["CLICK HERE TO UPLOAD YOUR PDF NOW"] to submit your ad. All email notifications will be sent prior to the ad materials deadline. Please call your Account Coordinator with questions. **Note: Each email notification link is unique to the month the ad is scheduled to run. You will receive an email notification for each individual advertisement scheduled to run.**

If you need Modern Luxury to design your ad or require any sort of file or design assistance, please contact your Account Coordinator. Also, please contact your Account Coordinator if you would like to pick up an ad that ran previously.

## PRODUCTION CONTACT

### MODERN LUXURY

### PRODUCTION DEPARTMENT

33 W. Monroe St., Suite 2100, Chicago, IL 60603  
T 312.274.2500

