

# MECHANICAL SPECIFICATIONS

	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	
SPREAD ADS MUST BE SUBMITTED AS A 2-PAGE PDF, WITH PAGE ONE AS THE LEFT HAND PAGE AND PAGE TWO AS THE RIGHT HAND PAGE.		
<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>1/3 PAGE</b>	3"	11.5"
<b>1/4 PAGE</b>	4.625"	5.625"
<b>1/8 PAGE</b>	4.625"	2.687"
<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.

» **MATERIALS DUE DATE IS THE FIRST OF THE MONTH PRIOR TO YOUR ISSUE DATE**  
WE ONLY ACCEPT ADVERTISEMENTS IN PDF FORMAT (.PDF).

**MATERIALS ARE SENT TO YOUR ACCOUNT COORDINATOR VIA ADLINK:**

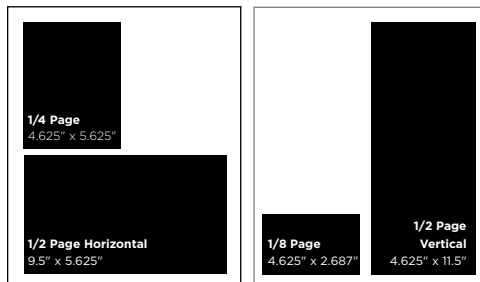
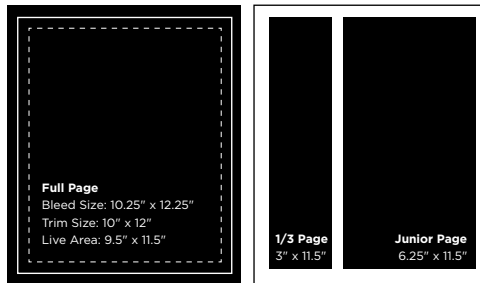
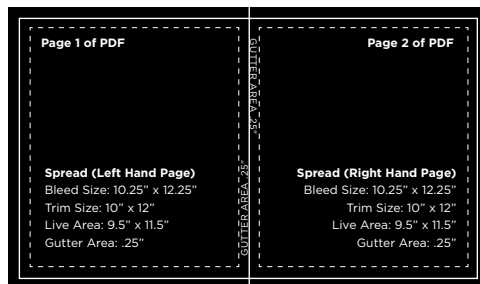
An email notification will be sent from your account coordinator indicating that your ad is due. Use the link provided in the email ["CLICK HERE TO UPLOAD YOUR PDF NOW"] to submit your ad. All email notifications will be sent prior to the ad materials deadline. Please call your account coordinator with 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. (Link will expire once issue has closed.)*

A SWOP-certified proof should be submitted for any color-sensitive ads. 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. 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.*

SPREAD ADS MUST BE SUBMITTED AS A 2-PAGE PDF



» **DESIGN SERVICES**

Our design and production department will be happy to create your ad for you. Please contact your account coordinator or sales rep for details on our design services.

» **PRODUCTION DEPARTMENT**

Tim Maxwell, Associate Production Manager  
200 W. Hubbard St., 8th Floor  
Chicago, IL 60654  
T 312.274.2588  
E tmaxwell@modernluxury.com