

San Francisco MEDIA KIT 2010

magazine

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 10	NOV 18	NOV 25	DEC 1	JAN 4
FEB 10	DEC 17	DEC 24	JAN 4	FEB 1
MAR 10	JAN 18	JAN 25	FEB 1	MAR 1
APR 10	FEB 15	FEB 25	MAR 1	APR 1
MAY 10	MAR 18	MAR 25	APR 1	MAY 3
JUN 10	APR 19	APR 29	MAY 1	JUN 1
JUL 10	MAY 18	MAY 27	JUN 1	JUL 1
AUG 10	JUN 17	JUN 30	JUL 1	AUG 2
SEP 10	JUL 19	JUL 29	AUG 2	SEP 1
OCT 10	AUG 18	AUG 26	SEP 1	OCT 1
NOV 10	SEP 17	SEP 30	OCT 1	NOV 1
DEC 10	OCT 18	OCT 28	NOV 1	DEC 1

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

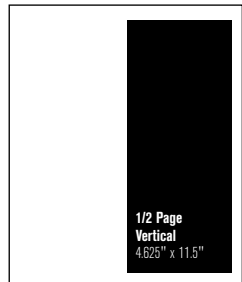
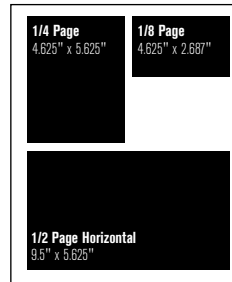
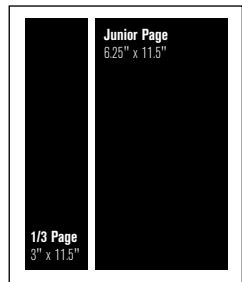
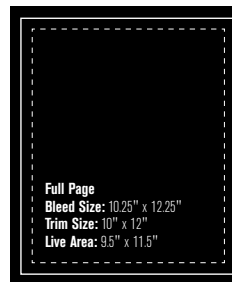
Upload Your File

<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.



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