

## AD SIZES & MATERIAL SPECIFICATIONS



Size	Width	Depth
Spread	16 3/4"	9 1/2"
Full Pg	7 5/8"	9 1/2"
2/3 Pg	5"	9 3/4"
1/2 Pg Spread	16 3/4"	4 3/4"
1/2 Pg, 3 Columns (H)	7 5/8"	4 3/4"
1/4 Pg (4 ads to page)	3 5/8"	4 3/4"
1/2 Pg, 2 Columns (V)	5"	7 1/4"
1/3 Pg, 1 Column (V)	2 3/8"	9 3/4"
1/3 Pg, 2 Columns (S)	5"	4 3/4"
1/6 Pg, 1 Column (V)	2 3/8"	4 3/4"
1/6 Pg, 2 Columns (H)	5"	2 1/4"
1/12 Pg, 1 Columns (S)	2 3/8"	2 1/4"
Bleed Size*	Width	Depth
Spread	18 1/4"	11 1/8"
Full Pg	9 1/4"	11 1/8"
2/3 Pg	5 7/8"	11 1/8"
1/2 Pg Spread	18 1/4"	5 1/2"
1/2 Pg, 3 Columns (H)	9 1/4"	5 1/2"
1/3 Pg, 1 Column (V)	3 1/4"	11 1/8"

\*These are finished document sizes. To determine the Trim Size, subtract 1/8" from each side.

Trim size of the magazine is 9" x 10 7/8".

Safety/live area for full page bleed ads is 7" x 9".

Send Production Materials & Artwork to:

**Denise Philibert**

**Production Manager**

**5900 Wilshire Blvd. 10th Floor**

**Los Angeles, CA 90036**

**(323) 801-0067**

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## DIGITAL AD SPECIFICATIONS

### Production Charges

Chargeable items: conversion of digital files, resizing of ad to meet our specifications, strip-ins, deletions, typography, color separations, dupes requested on supplied or held files/mechanicals/film, any mailing or delivery charges on special rush requests, any handwork necessitated in order to meet our quality standards. Materials once received, will not be released before the on sale date for that issue. Return requests require a minimum of a 48-hour period for processing once received. All work done by our production department will be billed to advertisers at prevailing rates.

### Preferred Materials

**PDF X1a** on a CD along with a SWOP certified proof (See below)

We recommend sending the native files (Quark or InDesign layout) with all support files, fonts (printer and screen) and all high resolution images.

- **Please make sure all images are CMYK and 300dpi before saving the file as a PDF. RGB images will not be accepted.**
- **Files not accepted:** IBM platform, Pagemaker or TIFF-IT files

### Acceptable Media

#### CD

- We do not accept ads via FTP or email

### Color Proofs

Acceptable proofs are Kodak Approvals, digital Matchprints, Irises or Certified SWOP Proofs. Laser or Epson proofs for 4-color ads are NOT acceptable. Los Angeles Weddings Magazine cannot guarantee color reproduction and will not be held liable for any variance in the printing of an ad submitted without a SWOP-certified proof. For additional information on SWOP requirements please visit <http://www.SWOP.org>

### Building Pages in Macintosh format

The following guidelines must be used when building pages on the Mac.

1. Document setup must be changed to final trim size, NOT spread size.  
(Example: 8 x 10.5 inches set up as spread NOT 16 x 10.5 inches)
2. Bleed image areas must be specified by extending the picture boxes involved beyond the pasteboard edge by the 1/8 inch bleed requirement.
3. Do not build into the page anything outside of the pasteboard except bleed. Register, crop, and color bar elements must not be used.
4. Register Marks— must be turned on in Quark. This setting places trim marks into the page upon output to the plate setter. The imposition program (Preps) uses these marks for page placement in the plotter files used to make plates.

5. Assembly Pitfalls— include fonts in EPS files. Avoid layering and typical components that can create serious problems in process/RIPing any type of file.

**Color Usage**—A four-color solid should not exceed 300% total tonal density. We suggest a rich black be constructed of 60% cyan and 100% black. (A total density of 160%)

**Continuous Tone Image**— It is most efficient for the printer to receive the images in a CMYK format such as EPS files with DCS "on". Cropping and rotation should be done in the Photoshop application rather than in the Quark document.

**Naming Files**— Different operation systems have different rules for naming files. Some of the following characters are forbidden in certain operation systems. To be safe, we highly recommend NOT including them in any file names.

#### Do not use these characters in filenames:

? Question mark	= equal sign
" quotation marks	+ plus sign
\ back slash	[ left bracket
/ slash	] right bracket
< less than sign	. period
> greater than sign	, comma
* asterisk	; semi-colon
vertical bar/pipeline	^ Caret

#### Do not use them:

- ...IN YOUR Preps job codes
- ...in your HiRes image file names
- ...in your Preps job names

Do not use spaces in file names, including hardspaces (Option-Space, Alt-Space) and trailing spaces (spaces at the end of a filename).

### Printing Policies

- Los Angeles Weddings Magazine is perfect bound and printed web offset on 45 lb. coated stock. Covers are printed on 100 lb. coated stock. Follow SWOP, AAAA/MPA recommended standard specifications for magazine web offset printing.
- Advertisers' materials will be held for one year and then discarded by the publisher unless otherwise notified in writing.
- Maximum 150-line screen.
- Total 4-color density must not exceed 300%.
- Standard process colors in SWOP, AAAA/MPA approved colors.
- Reverse type must be no smaller than 8 point.

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