



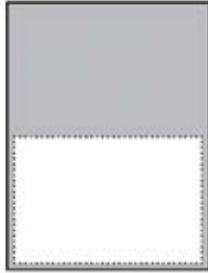
### SPECIFICATIONS | AD DIMENSIONS (LIVE AREA)

Full Page	Bleed	8.625 "w x 11.125"h
Full Page	Non-Bleed	7.25"w x 9.875"h
Half Page	Horizontal	7.25"w x 4.875"h

### AD DIMENSIONS



Full Page  
Bleed or Non-Bleed



1/2 Page Horizontal  
Non-Bleed

Any ad that does not meet the requirements and sizes of this spec sheet will have to be altered to fit our specifications. We do not assume responsibility for such alterations.

### PAGE TRIM SIZE

8.375"w x 10.875"h — For bleed add 1/8" all around. Keep vital images and text at least 3/8" from page (trim) edge.

### FILE FORMATS

Only the following formats are accepted and must be Mac-readable:

- InDesign (packaged with all updated elements)
- Hi-res PDF (Acrobat PDFX/1-a preferred)
- Illustrator EPS or PDF (fonts must be converted to outlines)
- Photoshop JPEG (300 dpi)

### FILE REQUIREMENTS

Digital files must be 100% magazine ad size (see dimensions above)

- Colors: All images and colors must be converted to CMYK process colors or grayscale.
- Resolution: 300 dpi for CMYK or grayscale, 1200 for line art. No spot colors or RGB.
- Fonts: All fonts used to create PDFs must be embedded or converted to outlines. Choose bold, italic, and other styles from the font menu.
- All files must be linked, flattened with no transparencies.
- ALL ad files MUST contain the ADVERTISER'S NAME.

### FILE DELIVERY

Electronic Files Only

Contact: Richard Lightstone 310.614.6255

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