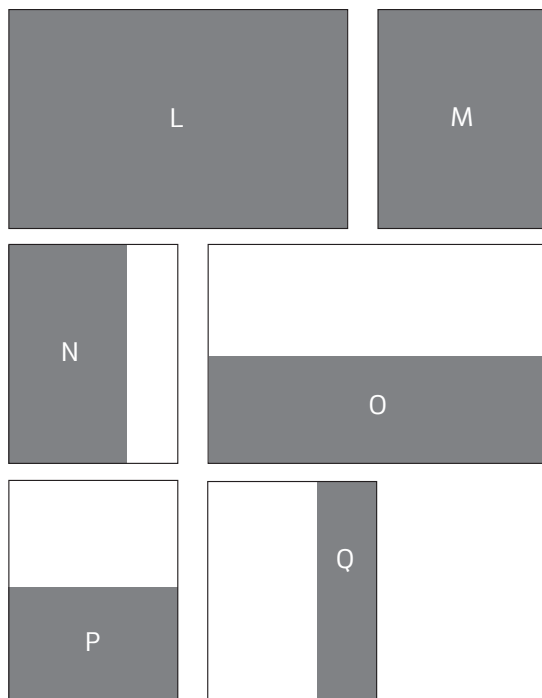


NON-BLEED AD SIZES

SIZE	WIDTH	DEPTH
A Spread	15-3/16"	9-1/2"
B Full Pg	6-3/4"	9-1/2"
C 2/3 Pg	4-1/2"	9-1/2"
D 1/2 Pg Spread	15-11/16"	4-5/8"
E 1/2 Pg, 3 Columns (H)	6-3/4"	4-5/8"
F 1/4 Pg (4 ads to page)	3-1/2"	4-3/4"
G 1/2 Pg, 2 Columns (V)	4-1/2"	7-1/8"
H 1/3 Pg, 1 Column (V)	2-3/16"	9-1/2"
I 1/3 Pg, 2 Columns (S)	4-1/2"	4-5/8"
J 1/6 Pg, 1 Column (V)	2-3/16"	4-5/8"
K 1/6 Pg, 2 Columns (H)	4-1/2"	2-1/8"
R 1/12 Pg Vertical	2-3/16"	2-1/8"
S 1 inch Column	2-3/16"	1"



BLEED AD SIZES

SIZE	WIDTH	DEPTH
L Spread	16-1/4"	10-3/4"
M Full Pg	8-1/4"	10-3/4"
N 2/3 Pg	5-5/16"	10-3/4"
O 1/2 Pg Spread	16-1/4"	5-1/2"
P 1/2 Pg, 3 Columns (H)	8-1/4"	5-1/2"
Q 1/3 Pg, 1 Column (V)	2-7/8"	10-3/4"

These are finished document sizes. To determine the trim size, subtract 1/8" from each side.

**Trim size of the magazine is 8" x 10-1/2".
Safety/live area for full page bleed ads is 7" x 9-3/4".**

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, all fonts (printer and screen), and all high-resolution images.

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

Submitting Your Ad

Ads can be submitted in any one of three following ways:

1. Mail/overnight delivery (on CD or DVD)
2. Via our FTP site
3. Email (Not to exceed 5MB in size)

Mail/Overnight Delivery (on CD or DVD):

For submission by mail or overnight delivery, please send your ad (please include a suitable content proof) to:

Denise Philibert
Production Manager
Los Angeles Magazine
5900 Wilshire Blvd., 10th Floor
Los Angeles, CA 90036

FTP:

FTP is a simple way to transmit large files over the Internet. However, content proofs are still required for electronically-submitted ads. *Los Angeles magazine is not responsible for the reproduction of any electronically-submitted ad that is not followed up by a proof* (see Color Proofs on next page for requirements).

Address: **ftp.emmis.com**
User: **lamag**
Pass: **lamag**

- Place files in the "Send to LAM" folder, then in "Final ads for Production Manager."
- After uploading to LAM's FTP site, you must email **dphilibert@lamag.com** to inform that you have uploaded your ad(s), and provide the filename(s) used.

All files over 10 days old will be automatically deleted from the FTP site.

Email:

- The maximum file size accepted through email is 5MB
- Proofs are still required for electronically-submitted ads. *Los Angeles* magazine is not responsible for the reproduction of any electronically-submitted ad that is not followed up by a proof (see Color Proofs below for requirements)
- Send email ad files to dphilibert@lamag.com

Color Proofs

Acceptable proofs are Kodak Approvals, digital Matchprints, Irises, or Certified SWOP Proofs. Laser or Epson proofs for four-color ads are NOT acceptable. *Los Angeles* 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 set up to final trim size
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
4. 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 280% total tonal density. We suggest a rich black be constructed of 40% cyan and 100% black for boxes and panels (a total density of 140%). Black text should be 100% black (no under color).

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 or InDesign document.

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

Do not use these characters in file names:

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

Do not use them:

- ... in your Preps job codes
- ... in your hi-res 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* 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 specified in writing
- Maximum 150-line screen
- Total four-color density must not exceed 280%
- Standard process colors in SWOP, AAAA/MPA approved colors
- Reverse type must be no smaller than 8 point

Insert Specifications

BINDING METHOD:	Perfect
BLEED SIZE:	8-1/4" X 10-3/4"
TRIM SIZE:	8" X 10-1/2"
LIVE SAFETY AREA:	Preferred - 1/2" from trim Minimum - 5/16" from trim
MINIMUM SIZE INSERT:	4-1/2" X 6"

- A. Allow 1/8" burr-out on the binding edge to accommodate perfect binding method
- B. Allow 3/8" from binding edge for perforation placement on vertical perms
- C. Allow 1/8" FOOT trim
- D. All inserts jog to the FOOT
- E. Minimum paper requirements: 60# coated offset or equivalent
- F. Maximum paper requirements: 100# coated offset or equivalent
- G. Maximum signature size: 8-1/4" X 10-3/4". Open- or closed-head signatures will be accepted. Folio lap is not necessary but is accepted if within trim and signature specifications
- H. Acceptability of gatefolds, accordion folds, scent strips, and novelty items subject to production director's approval
- I. Please direct any additional questions to Julia St. Pierre @ (323) 801-0066

Insert Shipping Instructions

- A. Quantity: approximately 195,000
MUST BE CONFIRMED ISSUE BY ISSUE.
- B. Shipments must be received by the 25th of the month, two months prior to the issue month (i.e., April 25th for the June issue).
- C. Shipments must be received on 42" x 48" nonreturnable 2-way skids.
- D. Loads should not exceed 60" in height from floor. Inserts can be received brick-piled and banded 2 x 3 or in cartons, power packs, or shrink wrapped.
- E. All skids should have two load flags, one on each of the 48" sides, stating *LOS ANGELES MAGAZINE, ISSUE, INSERT NAME, and I.D. markers.*
- F. Inserts should be shipped to the attention of:

RR Donnelley & Sons
Mattoon Division
RT 45 N
P.O. Box 1668
Mattoon, IL 61938-1668
Attn: Doris Gephart
217/258-2870
- G. Inserts are to be delivered between 8:00 a.m. and 4:00 p.m., Monday through Friday, excluding holidays unless other arrangements have been made prior to shipping.
- H. Supplied inserts received bed-loaded or otherwise out of specifications will be subject to additional handling charges.