

COASTAL LIVING

2008 display ad specifications

Dimension Specifications:

Non-bleed Size	Width	Depth
Full page	7"	10"
Spread	15 3/4"	10"
3/8 Page Vertical	4 5/8"	10"
1/2 Page Vertical	3 1/2"	10"
1/2 Page Horizontal	7"	5"
1/3 Page Vertical	2 1/4"	10"
1/3 Page Horizontal	4 5/8"	5"

Bleed Size*	Trim Width	Trim Depth	Live Area
Full Page	8 3/8"	10 3/8"	7 5/8" x 10 1/8"
Spread	16 3/4"	10 3/8"	16" x 10 1/8"
3/8 Page Vertical	5 1/4"	10 3/8"	4 1/2" x 10 1/8"
1/2 Page Vertical	4 1/8"	10 3/8"	3 3/8" x 10 1/8"
1/2 Page Horizontal	8 3/8"	5 3/8"	7 5/8" x 4 5/8"
1/3 Page Vertical	3"	10 3/8"	2 1/4" x 10 1/8"

* Build to trim size & extend the bleed 1/8" beyond trim on all sides.

2008 Closing and On-Sale Dates:

Coastal Living	Ad Close*	On-Sale
January-February	11/1/07	1/2/08
March	1/2/08	2/26/08
April	2/1/08	4/1/08
May	2/29/08	4/29/08
June	4/1/08	5/27/08
July/August	5/1/08	7/1/08
September	7/1/08	8/26/08
October	8/1/08	9/30/08
November	9/2/08	10/28/08
December	10/1/08	11/25/08

*Insertion Order **AND** ad materials are due on ad closing.
For material extensions, call Meagan Yeilding at 205-445-8852.

Send Display Ad Materials Only to:

Coastal Living
c/o Quebecor World Premedia
2100 Lakeshore Drive
Birmingham, AL 35209
Attn: Mark Mortensen
205-445-7804 (for shipping purposes only)

Document Construction:

- Supply spreads as spreads, all other ads as single pages.
 - No True Type fonts. Use stylized fonts only. DO NOT apply style attributes to fonts.
 - All color must be CMYK. No spot colors.
 - Total area density should not exceed SWOP standard of 300%.
 - Do not nest EPS files within other EPS files.
 - All elements must be placed at 100% size.
 - Registration offset must be set to 30 pts. Bleed must be set to .125".
 - All required trapping must be included in the file.
-

Digital File Formats:

We DO NOT accept QuarkXPress application files or .EPS files.

Desktop applications saved from QuarkXPress - PDF/X1a distilled from Postscript:

- LaserWriter or AdobePS driver and the DDAPv3 PPD should be used when saving the PostScript file. Only one ad per file. All of the high-resolution images and fonts must be included when the Postscript file is saved. We recommend the use of Type 1 fonts - no font substitutions are allowed. Images must be SWOP (CMYK or grayscale) TIFF or EPS format between 200 and 400 dpi. Total area density should not exceed SWOP standard 300% TAC. Images should be CMYK or grayscale only. Do not nest EPS files into other EPS files. Do not embed ICC Profiles within images. Do not embed OPI information in files. All required image trapping will be included in the file. The file must be Right Reading, Portrait Mode, 100% Size, No Rotations. All Spot Colors not intended to print must be converted to CMYK. Instructions for creating a PDF/X1a available at Direct2.Time.com.

If you can't furnish a PDF/X1a, following our specs or need help providing a SWOP- certified half-tone dot digital color proof, please refer to www.ddap.org/dad/dad.pl to find a local service provider.

Proofs:

Supply a digital proof calibrated to SWOP specifications that represent the final digital file at 100%.

***Failure to provide this type of proof will result in a \$65 production charge applied to your invoice. The proof will be pulled from your supplied digital file for press purposes at our printing facility.

Shipping:

CD-Rom; 100 or 250 MB Zip disk; 1 or 2 GB Jaz Disk

Please label media with the following:

- Agency contact name & number
 - Publication issue date
 - Only properly labeled Zip and Jaz disks will be returned. We DO NOT return CDs. All other advertising materials will be discarded one year from insertion unless notified.
 - All packages shipped should be marked as *Magnetic Material-Do Not X-Ray*.
 - Please include a copy of the insertion order or material instructions for reference.
-

We DO NOT accept ads via email because we require a hard copy proof to accompany the file.