

# AD SPECS AND DEADLINES

## Effective January 1, 2010

### MECHANICAL REQUIREMENTS

*St. Louis Woman Magazine* is a web-offset, four-color process, perfect-bound publication. Our pre-press is done in-house, and we are utilizing computer-to-plate technology, which means all advertisements must be created at the proper size and submitted digitally.

#### 1. File Requirements

- PDF files are preferred. If the artwork has multiple layers, be sure to flatten the image before a PDF is created.
- Create with "press quality" Acrobat Distiller settings.
- Have all fonts embedded. Set subset embedded fonts to 100%.
- Supply final trim size *without* crop marks for non-bleed (only our full page ads have bleeds).
- Full-page ads should include bleeds that extend 1/8" past the final trim size of the publication, and may include crop marks that offset at least 9 pt. from final trim.
- Do not use Acrobat PDF Writer. It produces low-resolution files that are unusable.

#### 2. Resolution and Color Requirements

- Resolution must be at least 300 dpi scaled to final size for all halftone images (1200 dpi for bitmapped images).
- All colors must be converted to CMYK.
- Pantone and spot colors cannot be accepted. Please verify that any images with Pantone colors are converted to CMYK.

*St. Louis Woman Magazine* is not responsible for additional output charges on electronic files that are incorrectly assembled. Art submitted on disk will run "as is." There will be no matchprint proof shown to client for approval and no color correction on scans or any other areas of artwork.

#### 3. Artwork Submission Options

**OPTION 1: Using a Web browser**

Go to: <http://www.StLouisWomanMag.com/advertising/adupload>  
 Username: advertiser • Password: stlupload

**OPTION 2: Using Fetch or similar FTP software:**

<ftp.weisscomm.com>  
 Username: adupload • Password: adupload

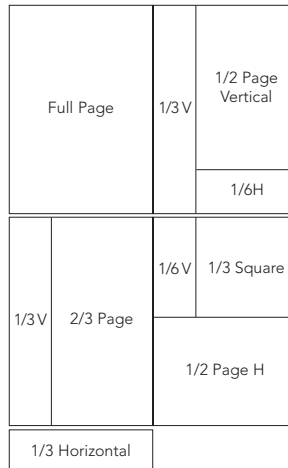
If sending multiple files, place all items in one folder, compress that folder with a utility such as Stuffit, and send only the single compressed file.

#### 4. Disk or CD Requirements

- Mac platform discs and files ONLY.
- We accept CD-ROM and DVD-ROM. Please include a laser or color proof.

### SIZE INFORMATION

Size	Width x Height
Spread trim size	16.75" x 10.875"
Full-page (trim size)	8.375" x 10.875"
Full-page bleed	8.625" x 11.125"
Full-page live area not to exceed	7.875" x 10.375"
Full-page (no bleed)	7.375" x 9.875"
2/3 page vertical	4.75" x 9.75"
1/2 page horizontal	7.25" x 4.75"
1/2 page vertical	4.75" x 7.25"
1/3 page horizontal	7.25" x 2.25"
1/3 page vertical	2.25" x 9.75"
1/3 page square	4.75" x 4.75"
1/6 page vertical	2.25" x 4.75"
1/6 page horizontal	4.75" x 2.25"



Allow at least 1/8" bleed outside the trim on all sides for all full-page bleed ads. Allow 1/2" live area inside the trim for all full-page ads that are non-bleed. Add 5% to earned frequency rate for bleed ads.

### BILLING

Payment due upon receipt of invoice. Bills unpaid beyond 30 days are subject to a service charge of 1.5% per month. Pre-payment or credit application required on all new accounts.

### ERRORS

Claims for adjustment must be made within 15 days of publication. The publisher's liability for any error shall not exceed the cost of the space occupied by the ad.

### ACCEPTABILITY

*St. Louis Woman Magazine* reserves the sole right to reject any advertising deemed unacceptable.

### CONTRACTS

Contracts must be completed within 12 months from the date of first insertion. Rates subject to change with 30 day notice. Short rate policy: If an advertiser cancels an existing contract, they will be re-billed at the applicable rate plus 5%.

### SHIP MATERIALS TO:

*St. Louis Woman Magazine*, attn: Production Manager  
 6610 N. Shadeland Ave., Suite 100, Indianapolis, IN 46220-4393

Toll-Free: (877) 469-6626 | Local: (314) 995-6960 | Fax: (317) 585-5855 | E-mail: [art@StLouisWomanMag.com](mailto:art@StLouisWomanMag.com), ATTN: STLW

## CLOSING DATES

### JANUARY and FEBRUARY 2010

Ad Closing: 01-08-10

Digital Artwork Due: 01-13-10

### MARCH and APRIL 2010

Ad Closing: 02-19-10

Digital Artwork Due: 02-26-10

### MAY and JUNE 2010

Ad Closing: 04-23-10

Digital Artwork Due: 04-30-10

### JULY and AUGUST 2010

Ad Closing: 06-25-10

Digital Artwork Due: 07-02-10

### SEPTEMBER and OCTOBER 2010

Ad Closing: 08-27-10

Digital Artwork Due: 09-03-10

### NOVEMBER and DECEMBER 2010

Ad Closing: 10-22-10

Digital Artwork Due: 10-29-10