Mechanical **Specs** 2012

MECHANICAL REQUIREMENTS

- Publication trim size: 8" x 10¾"
- Live area: 7¼" x 10"
- Live copy must be no closer than ⅜" from final trim on any side unless copy is to bleed.
- Insert jogs to head.

STANDARD SPACE SIZES	WIDTH/HEIGHT
2-page spread/full bleed	16¼" x 11"
Page/bleed	8¼" x 11"
Page/non-bleed	7¼" x 10"
⅔ page vertical	4⅛" x 10"
½ page horizontal/ bleed	8¼" x 5½"
½ page horizontal/non-bleed	7¼" x 5"
½ page vertical/bleed	3¾" x 11"
½ page vertical/non-bleed	3¼" x 10"
⅓ page vertical/bleed	3" x 11"
⅓ page vertical/non-bleed	2¼" x 10"

FURNISHED INSERTS	WIDTH/HEIGHT
Single sheet	8¼" x 11"
Spread	16½" x 11"
Postcard (includes ½" perf)	6½" x 4⅜"

SUPPLEMENTS	WIDTH/HEIGHT
Publication trim size	7⅜" x 10"
Live area	6⅝" x 9¼"
Page/bleed	7⅝" x 10¼"
Page/non-bleed	6⅝" x 9¼"
2 page spread bleed	15" x 10¼"
½ page vertical bleed	3¾" x 10¼"
½ page vertical non-bleed	3" x 9¼"
⅓ page vertical bleed	2⅛" x 10¼"
⅓ page vertical non-bleed	1⅝" x 10"

PERFECT BOUND: Gutter trim allowance for roughing off is ⅛" (on spread inserts, this means a total of ¼" trim-off in the gutter, plus ⅛" at the head, ⅛" at the foot, ⅛" at the face).

DIGITAL REQUIREMENTS

1. Questex is now accepting all advertising material via our Ad Portal.

2. SendMyAd is a web based Software as a Service ad portal which is accessed using a standard web browser on any computer anywhere in the world to simplify the process of ad material submission to publishers. With SendMyAd, ad materials can be uploaded, preflighted, approved, and delivered to Questex all within a simple to use web portal.

3. SendMyAd provides both the advertiser and publisher with an interactive preflight report highlighting the results of the automatic preflight performed against the publications ad specifications. You as an advertiser, will know right away if there any issues with your file upon upload, with many instructional videos on how to correct any problems the file may encounter during the process. With an easy to use trim editing tool, ads can be repositioned and/or scaled to fit the publication's ad specifications without resubmitting or leaving the ad portal.

4. You can access the new portal by clicking on the link below and registering for an account.
https://questex.sendmyad.com

5. Here is a link to view a short demo of how to use the site:
http://www.sendmyad.com/index.php?link=Demo

6. For a pdf of the user manual for the Ad Portal, and instructions on creating PDFs please go to this link: http://adspec.questex.com

CAUTION - Crop marks are NOT needed in the file that is uploaded, but if advertiser does build as part of their original ad they need to be certain crop marks are a minimum of ⅛" outside of bleed. Advertisers need to be certain they blow up their ad within the ad portal and check everything, 4 corners included, before they approve. Anything within the bleed area will print, this does include crop marks, and has the potential to be on the printed pages due to press/ bindery standard fluctuations in magazine trim.

If the advertiser chooses to submit a SWOP proof - only the SWOP proof would be sent to RR DONNELLEY. No ads to arrive on disk. Please mark package and proof with magazine title and issue date (i.e. American Salon/January 2012)

Suz Jones, R R DONNELLEY
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2012 Closing Dates For Display Advertising*

	Jan	Feb	March	April	May	June
Space	11.18.11	12.14.11	1.17.12	2.17.12	3.21.12	4.16.12
Materials	11.29.11	12.21.11	1.20.12	2.24.12	3.23.12	4.23.12

	July	August	Sept	Oct	Nov	Dec
Space	5.21.12	6.18.12	7.18.12	8.20.12	9.19.12	10.24.12
Materials	5.25.12	6.22.12	7.23.12	8.24.12	9.24.12	10.29.12

*subject to change

American SALON
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