

mechanical requirements

SOPHISTICATE'S HAIRSTYLEGUIDE

MECHANICAL REQUIREMENTS EFFECTIVE WITH FEBRUARY 2011 ISSUE THESE MECHANICAL REQUIREMENTS REPLACE ALL PREVIOUSLY PUBLISHED MECHANICAL REQUIREMENTS

- **Printing** Web offset (SWOP)
- **Binding** Perfect Binding
- **Publication Trim Size** 7⁷/₈" x 10⁷/₈"
- **NON-BLEED SIZE UNITS**
 - Full page 7" x 10"
 - 1/2 page (horizontal) 7" x 5"
 - 1/2 page (vertical) 3¹/₂" x 10"
 - 1/3 page (vertical) 2¹/₄" x 10"
 - 1/3 page (square) 4⁵/₈" x 5"
 - Two page spread 7" x 10" each page
- **BLEED SIZE UNITS**
 - Full page 8" x 11¹/₈"
 - 1/2 page (horizontal) 8" x 5¹/₂"
 - 1/2 page (vertical) 4¹/₈" x 11¹/₈"
 - 1/3 page (vertical) 2³/₄" x 11¹/₈"
 - 1/3 page (square) 5¹/₈" x 5¹/₂"
 - Two page spread 16" x 11¹/₈"
 - Two page spread (trim) 15³/₄" x 10⁷/₈"

Allow one-half inch gutter bleed for each page of a spread and ³/₈" safety from trim for printed and live matter.
- **DELIVERY OF MATERIAL**

Advertising film should be sent to: SOPHISTICATE'S HAIRSTYLE GUIDE Magazine, Production Department, John Hancock Center, 875 North Michigan Avenue, Suite 3434, Chicago Illinois 60611-1901. Telephone, 312-266-8680.
- **REQUIRED MATERIAL, DIGITAL FILES**

Digital files are the preferred method for job materials. In order of preference, the following digital files are accepted:

 1. PDF
 2. Native desktop files, such as QuarkXPress, Illustrator, Photoshop, InDesign
 3. Mac or PC files (Mac preferred)
- **MAC OR PC FORMATTED**

CD-ROM or DVD
- **TYPE OF PROOFS**

We require SWOP approved proofs. If any other proofs are received, liability for color matching is waived.
- **COLOR CALIBRATION**

GATF/SWOP approved scales, targets and control patches, includes 5% 25% 50% 75% 95% 100% CMYK control patches, Kodak Approval CSI—use Kodak SWOP calibration control guide.
- **INSTRUCTIONS/STANDARDS**
 - All images/scans and any colors used in the page(s) must be CMYK MODE.
 - Offset Printing: Four-color solids should not exceed SWOP density of 300%.
 - No offsets in the CT/LW relationship (Must be 0/0).
- **STORAGE**

Advertising film will be destroyed 90 days after last use if not requested to be returned.

- File orientation should be normal and not mirrored.
- Reverse type should be at least 8 point, with No LESS than .004" thickness on any part of any letter or number. Printability cannot be assured below this. In the case of multiple color background with reverse type, it is highly recommend that all but the dominant color be spread back for clarity and register.
- Provide actual size, color hard copy, made from the final file as a guide. It is the only way to verify the content of the project.
- Please note that if trapping is required, it must be incorporated in the files we receive.
- Overprinted (surprinted) type should not be less than .004" (1/3 point rule) at the thinnest part of a character or rule. When type is to be overprinted, the background should be no heavier than 30% in any one color and no more than 90% total in all four colors for legibility.
- **PRODUCTION SCHEDULES ARE SUCH THAT, MAJOR PROBLEMS WITH THE FILES DISCOVERED IN THE PRODUCTION CYCLE WILL NOT ALLOW US TO GUARANTEE A TIMELY DELIVERY OF THE AD.**

- **GENERAL TERMS AND CONDITIONS**

Publisher reserves the right to reject or cancel any advertisement, insertion order, position commitment or space reservation at any time. All copy, including all elements, subject to Publisher's approval. Positioning of advertisements is at the discretion of Publisher except when specific preferred positions are available and covered by contract and specific positions have been duly acknowledged by the Publisher in writing. Cancellations or changes in orders are made at the discretion of the Publisher. All requests for changes and any other instructions must be made in writing to the office of the Publisher. No advertisements scheduled for covers can be cancelled once covers are ordered. Advertiser and advertising agency assume liability for all content (including text and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the Publisher. Advertiser and advertising agency jointly and severably agree to indemnify and hold the Publisher harmless against any expenses, damage and losses (including reasonable attorney's fees) by reason of any claims arising out of publication by the Publisher. Advertiser and advertising agency jointly and severably agree to responsibility for payment for advertising. The Publisher will not be bound by any condition, printed or otherwise, appearing on any order blanks, insertion orders or contracts when they conflict with the terms and conditions of this rate card or any amendment hereof.

Contracts placed under terms and conditions of this rate card will be binding with or without insertion order. All mail order advertisers must guarantee full refund to all customers. As used herein, the term "Publisher" shall refer to Associated Publications, Inc., an Illinois Corporation which publishes the Magazine SOPHISTICATE'S HAIRSTYLE GUIDE pursuant to licensing arrangement. Publisher is not responsible for errors in key numbers. No rebates will be allowed due to insertion of wrong key numbers. Contract conditions subject to change without notice. Cancellations or changes in orders are not accepted after closing date.

- Associated Publications, Inc.
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