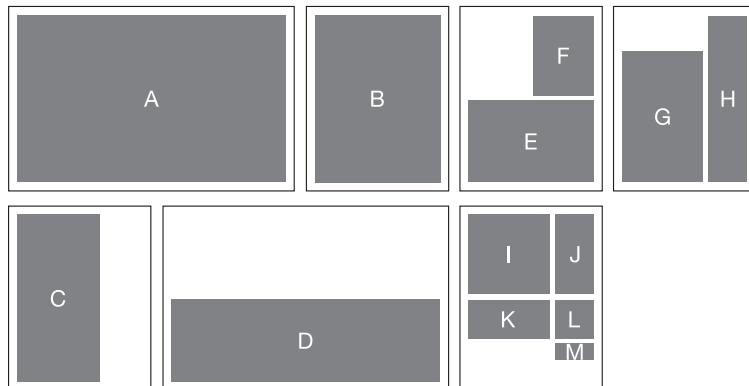


## DISPLAY AD DIMENSIONS

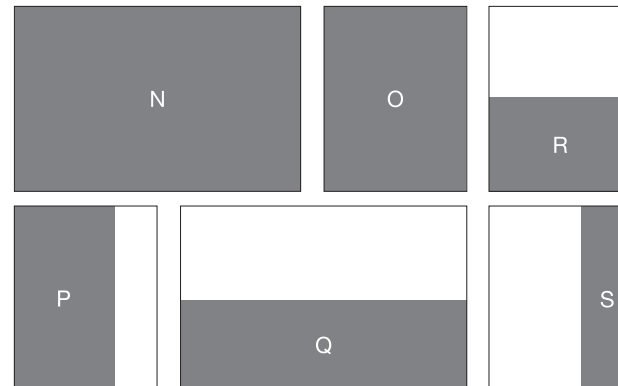
### NON-BLEED AD SIZES

	Size	Trim (W x H)
<b>A</b>	Spread	15.1875 x 9.5
<b>B</b>	Full Pg	6.75 x 9.5
<b>C</b>	2/3 Pg	4.5 x 9.5
<b>D</b>	1/2 Pg Spread	15.6875 x 4.625
<b>E</b>	1/2 Pg, 3 Columns (H)	6.75 x 4.625
<b>F</b>	1/4 Pg (4 ads to page)	3.5 x 4.75
<b>G</b>	1/2 Pg, 2 Columns (V)	4.5 x 7.125
<b>H</b>	1/3 Pg, 1 Column (V)	2.1875 x 9.5
<b>I</b>	1/3 Pg, 2 Columns (S)	4.5 x 4.625
<b>J</b>	1/6 Pg, 1 Column (V)	2.1875 x 4.625
<b>K</b>	1/6 Pg, 2 Columns (H)	4.5 x 2.125
<b>L</b>	1/12 Pg Vertical	2.1875 x 2.125
<b>M</b>	1 inch Column	2.1875 x 1



### BLEED AD SIZES

	Size	Trim (W x H)	Bleed	Live
<b>N</b>	Spread	16 x 10.5	16.25 x 10.75	15.625 x 10.125
<b>O</b>	Full Pg	8 x 10.5	8.25 x 10.75	7.625 x 10.125
<b>P</b>	2/3 Pg	5.0625 x 10.5	5.3125 x 10.75	4.6875 x 10.125
<b>Q</b>	1/2 Pg Spread	16 x 5.25	16.25 x 5.5	15.625 x 4.875
<b>R</b>	1/2 Pg, 3 Columns (H)	8 x 5.25	8.25 x 5.5	7.625 x 4.875
<b>S</b>	1/3 Pg, 1 Column (V)	2.625 x 10.5	2.875 x 10.75	2.25 x 10.125



Trim size of the magazine  
is 8 x 10.5

All sizes are in inches

# DIGITAL AD SPECIFICATIONS

## PREFERRED MATERIALS

**PDF X1a and a SWOP-certified proof** (see next page).

- Please make sure all images are CMYK and 300 dpi before saving the file as a PDF. RGB images and spot colors will not be accepted.

## SUBMITTING YOUR AD

Ads can be submitted in the following ways:

1. **Via web upload tool**
2. **Mail/overnight delivery**
3. **Via our FTP site**
4. **Email**

### Web upload tool

<http://upload.lamag.com>

For uploading ad creative for multiple Emmis titles, please use <http://upload.emmispublishing.com>

Upload limit is 150MB.

### 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

In order to upload to our FTP site, you must use a 3rd party FTP software (Transmit, Fetch, Cyberduck, Filezilla).

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.
- **Email ad files to [dphilibert@lamag.com](mailto:dphilibert@lamag.com).**

## DIGITAL AD SPECIFICATIONS (CONTINUED)

### COLOR PROOFS

We strongly recommend you review and submit a SWOP-certified ad proof if you are concerned about color reproduction. All submitted SWOP-certified proofs are sent to press and used for the color okay. Otherwise, your ad will be printed within standard SWOP densities. Non-SWOP proofs for ads will be used for content only. If we do not receive a proof, we will pull a laser print or Epson proof from the submitted file, and will not be responsible for color or content discrepancies. A list of SWOP-certified proofing systems is available at [swop.org/certification/systemlist.asp](http://swop.org/certification/systemlist.asp).

### 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 0.125 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 300% total tonal density. We suggest a rich black be constructed of 40% cyan, 30% magenta, 20% yellow and 100% black for boxes and panels (a total density of 190%). 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 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	*	asterisk	]	right bracket
"	quotation marks		vertical bar/pipeline	.	period
\	back slash / slash	=	equal sign	,	comma
<	less than sign	+	plus sign	;	semicolon
>	greater than sign	[	left bracket	^	caret

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 36 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 300%
- Standard process colors in SWOP, AAAA/MPA approved colors
- Reverse type must be no smaller than 8 point

## INSERT INSTRUCTIONS

### SPECIFICATIONS

Binding Method: **Perfect**  
Bleed Size: **8.25" X 10.75"**  
Trim Size: **8" X 10.5"**  
Live Safety Area: **Preferred - 0.5" From Trim**  
**Minimum - 0.3125" From Trim**  
Minimum Size Insert: **4.5" X 6"**

- A. Allow 0.125" burr-out on the binding edge to accommodate perfect binding method
- B. Allow 0.375" from binding edge for perforation placement on vertical perms
- C. Allow 0.125" 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: 8.25" X 10.75". 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

### SHIPPING INSTRUCTIONS

- A. Quantity: approximately 175,000  
**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**  
**RT45N**  
**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.