

## PRINT SPEC SHEET

\*\*Please note our **NEW** ad specs and guidelines, effective Oct. 2020

### AD SIZES & INSTRUCTIONS

#### FULL-PAGE AD

Full Bleed: 8.25" w x 10.75" h

Live Area: 7.5" w x 10.375" h

**Final Trim Size: 8" w x 10.5" h**

#### 2-PAGE SPREAD

**IMPORTANT:** Build each individual page to the full-page ad specifications above and submit two files labeled L and R. We will place the spread.

#### 1/3-PAGE AD\*

Live Area: 2.1" w x 9.5" h

\*Available only on select pages.

#### 1/5-PAGE AD\*

Live Area: 7" w x 1.8" h

\*Available only on select pages.

#### BACK COVER

Refer to full-page specs above. **IMPORTANT:** Our mailing label is placed on the upper right-hand corner. Please ensure no text, logos or important information is within 4.5" from the spine and 2.5" from the top.

#### PLEASE NOTE:

*Luxury Guide* is a Mac-based publication. We accept the following formats: **.pdf, .jpg, .tiff, .eps, .indd, .psd** and **.ai**. Changes cannot be made to pdf or jpeg files.

If supplying a PDF, please create using the printing industry standard **PDF/X1-a 2001** file.\*\*

We accept files sent via email or can provide our Dropbox account for upload, upon request.

All images must be **300 dpi**. Images scanned lower than this may appear pixelated in print.

**CMYK only** – no RGB or L\*a\*b.

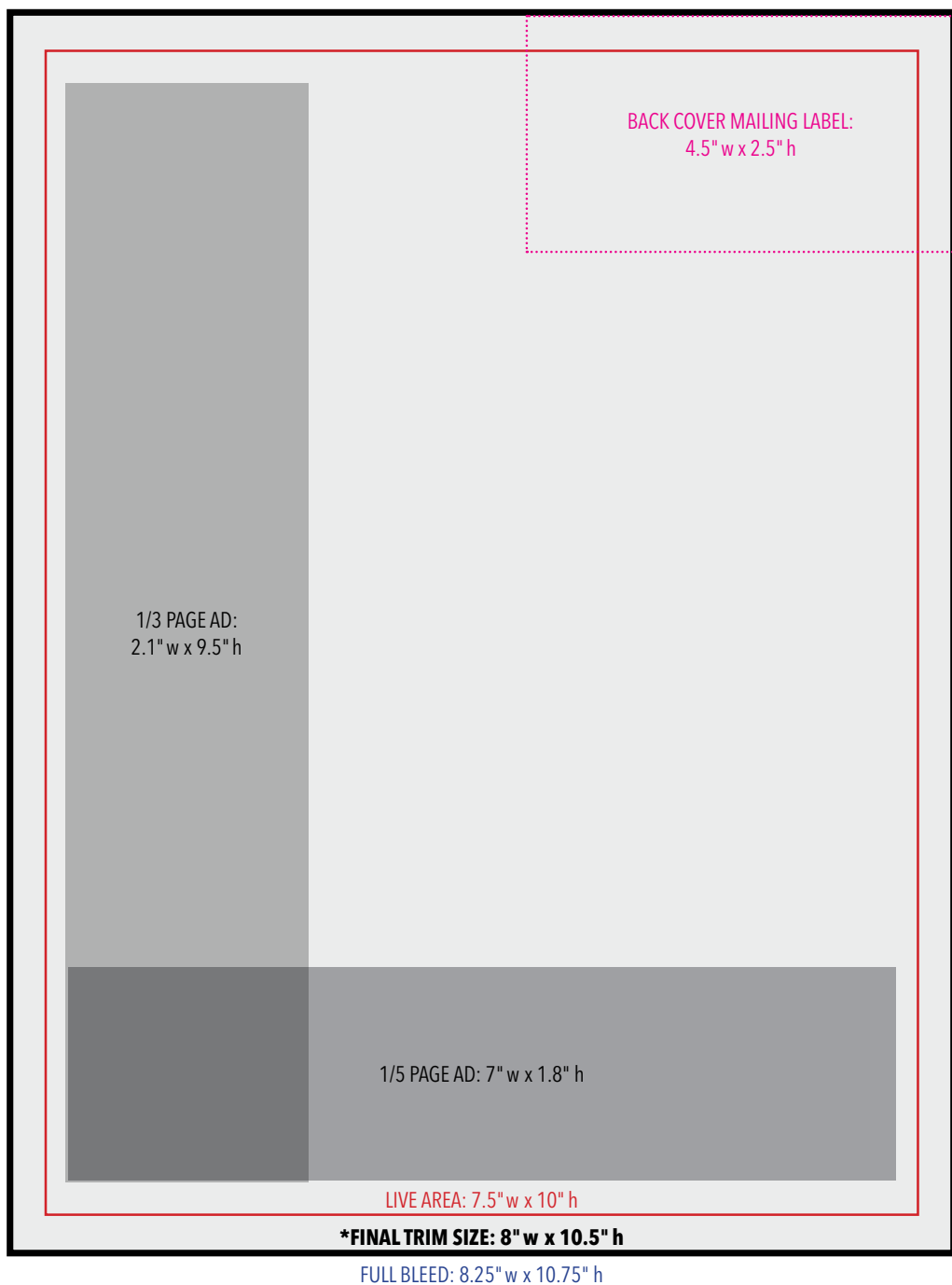
Black text should always be **100% black** (not four-color process/registration).

Include all support files and fonts (printer and screen), when applicable. **Be sure to retain a backup copy of your original files.**

Landscape orientation ads will not be accepted.

\*\*To Install PDF Export Settings in Adobe InDesign:

1. Download: [DSC\\_Export\\_PDFx-1a-2001.joboptions.zip](#)
2. Select File -> Adobe PDF Presets -> Define...
3. Click "Load." Select the file from your downloads folder and click "Open."
4. Select this setting when exporting to PDF.



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