

## 2010 Dates & Specs

	SPECIAL SECTION CLOSE	AD CLOSE	MATERIAL CLOSE	DISPLAY DATE
Spring	11/3/09	12/7/09	12/14/09	2/25/10
Summer	2/2/10	2/24/10	3/3/10	5/12/10
Fall	5/1/10	5/26/10	6/2/10	8/17/10
Winter	7/27/10	8/20/10	8/27/10	11/3/10

### MediZine's Healthy Living Material Specifications

#### Advertising Unit Sizes:

##### Page

Bleed: 5-1/2" x 7-9/16"

Trim: 5-1/4" x 7-5/16"

Safety: 4-5/8" x 6-13/16"

**Spread:** Submit two (2) single pages  
Keep registration marks outside  
trim dimensions

##### Safety:

Live matter not intended to trim must be kept 1/4" from gutter edge and 3/8" from magazine face trim. Allow 1/8" bleed from trim.

##### Binding Method:

Saddle stitch on 7- 5/16" side

##### Color Proof Guidelines

- ▶ Digital, press, or off-press proofs which meet SWOP C5 (Coated #5) specifications

#### Digital Ad Specifications

PDF/X1a format is the preferred file format for file submission

- ▶ PDF/X1a file saved with only one ad per file
- ▶ All high-resolution images and fonts must be embedded
- ▶ Images must be CMYK or Grayscale and at least 200 dpi
- ▶ Total area density should not exceed 280% TAC
- ▶ Standard trim and bleed marks, offset 1/8" outside trim (no marks included in the "live" or bleed image area)
- ▶ CMYK process only. No RGB or Spot (Pantone) colors
- ▶ Flatten all transparency

#### Contact Information

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c/o MediZine  
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#### FTP File Posting Instructions

**FTP site:** ftp://ftp.mediftp.com

**Username:** medizine@mediftp.com

**Password:** 198Zt52 (case sensitive)

1. Open a browser window
2. In the address bar type "ftp.mediftp.com" and hit "enter." You will be told you do not have access. Click "OK," then click on "File-Login as..." Enter the user name and password above and click "Log On." Double click the "files" folder and begin copying.
3. Color proof is required
4. Once file has been successfully posted, please send an e-mail/call with the filename:

##### Estelle Selzer

(All run of book pages,  
BRCs & coverwraps)  
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##### Theresa Skrapits

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Publisher will charge for any cost incurred in preparing material submitted by advertiser that does not meet mechanical requirements.