

DISPLAY AD SIZES & MECHANICAL SPECS

SNOW utilizes a digital workflow and we require all ad materials be submitted in a digital format. Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production.

REQUIRED FORMAT: PDF/X-1a format is the required file format for submission. When preparing PDF/X-1a files, careful attention must be paid to ensure they are properly created and will reproduce correctly. Please see Adobe.com/products/acrobat/pdfs/pdfx.pdf for guidelines and instructions. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at www.swop.org.

FONTS: All native format files must be accompanied by the screen and printer fonts used in those files. Apple TrueType fonts should not be used. Black type on white background should be defined as 100% black ONLY.

PHOTOS: All 4-color scans must be 300 dpi in CMYK. All B/W scans must be 300 dpi grayscale. If RGB images are in supplied file, we will automatically convert to CMYK at \$15 per image.

GRAPHICS: TIFF, EPS (for Illustrator and Freehand EPS files, fonts must accompany file even if text has been converted to paths); JPEG (charges will be added for images requiring conversion to TIFF or EPS). Quark & InDesign users: To ensure you have all the necessary files, including fonts, use the Quark "Collect For Output" or InDesign "Package" feature.

PROOFS: For full page and spread ads, advertisers MUST submit a contract-level digital proof at full size that conforms to SWOP standards (including a color bar) for all digital files. Client-supplied contract proof is required to guarantee color. Acceptable contract proofs include Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, Fuji Final Proof. Proofs are required regardless of file delivery mode. If contract proof is not supplied, we will generate an Epson proof, and additional charges may apply. The publisher and printer will not accept responsibility when contract proofs are not submitted.

MEDIA TRANSFER: CD-ROM, DVD, *ELECTRONIC TRANSMISSIONS: Ad files can be delivered via our Ad Portal at adportal.bonniercorp.com. For ads supplied electronically, advertiser must supply an additional content proofing file. If one is not supplied, a confirmation PDF proof will be sent to advertiser for approval and an Epson proof will be made for full page ads and spreads, and additional charges may apply. We do not accept ads via e-mail. Electronic files are stored for one year only, unless otherwise requested in writing.

BINDING: Perfect.

INSERTS: Consult advertising representative.

The publisher and printer will not accept responsibility when contract proofs are not submitted. Production and prepress services are available; rates upon request.

2010/2011 CLOSING DATES

ISSUE DATE	AD CLOSE DATE	MATERIAL DUE DATE	ON SALE DATE
ISSUE 1.....	08/27/2010	09/03/2010	11/02/2010
ISSUE 2.....	10/13/2010	10/18/2010	12/14/2010
ISSUE 3.....	01/07/2011	01/11/2011	03/01/2011

ADVERTISING SPECIFICATIONS

MAGAZINE TRIM SIZE.....	8.875" x 10.875"
SPREAD TRIM SIZE.....	17.75" x 10.875"
SPREAD SAFETY SIZE.....	17.25" x 10.375"
SPREAD GUTTER SAFETY	1/4" PER PAGE
BINDING METHOD	PERFECT
PRINTING METHOD.....	WEB OFFSET, 4 COLOR

AD SIZES

BLEED UNIT	WIDTH & DEPTH
FULL PAGE.....	9.125" x 11.125"
BLEED SPREAD.....	18" x 11.125"
2/3 PAGE VERTICAL	5.75" x 11.125"
1/2 PAGE HORIZONTAL.....	9.125" x 5.375"
1/3 PAGE VERTICAL	3.125" x 11.125"
TRIM SIZE.....	8.875" x 10.875"
NON-BLEED UNIT	WIDTH & DEPTH
FULL PAGE.....	7.5" x 9.375"
NON-BLEED SPREAD	16.5" x 9.375"
2/3 PAGE VERTICAL	5" x 9.375"
1/2 PAGE HORIZONTAL.....	7.5" x 4.5"
1/3 PAGE VERTICAL	2.375" x 9.375"
TRIM SIZE.....	5" x 4.5"

No live matter within 1/4" of final trim size. On spreads allow 1/8" safety on each side of the gutter. All marks should be offset at least .125" from trim. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

SHIPPING ADDRESS

BONNIER CORPORATION
 SNOW MAGAZINE
 ATTN: PATTI HALL
 460 N. ORLANDO AVE., SUITE 200
 WINTER PARK, FL 32789
 P: 407.571.4646

