

2009 MECHANICAL SPECS

*EFFECTIVE MARCH 2009—PLEASE NOTE NEW ADDRESS FOR SHIPPING AND ELECTRONIC SUBMISSIONS



DISPLAY AD SIZES

BLEED UNIT	WIDTH	&	DEPTH	NON-BLEED UNIT	WIDTH	&	DEPTH
PAGE BLEED	9 1/8"	X	11 1/8"	FULL PAGE	7 1/2"	X	10"
BLEED SPREAD	18	X	11 1/2"	NON-BLEED SPREAD	16 1/2"	X	10"
3/4 PAGE VERTICAL BLEED	5 3/8"	X	11 1/2"	3/4 PAGE VERTICAL	4 7/8"	X	10"
1/2 PAGE VERTICAL BLEED	4	X	11 1/2"	1/2 PAGE VERTICAL	3 5/8"	X	10"
1/2 PAGE HORIZONTAL BLEED	9 1/8"	X	5 3/8"	1/2 PAGE HORIZONTAL	7 1/2"	X	4 7/8"
1/3 PAGE VERTICAL BLEED	3	X	11 1/2"	1/3 PAGE VERTICAL	2 3/8"	X	10"
				1/3 PAGE SQUARE	4 7/8"	X	4 7/8"

Full-page bleed dimensions allow for 1/8" trim on all four sides to allow for right- or left-hand positioning. In addition to this trim allowance, we require 1/4" safety on all four sides for live matter (type and important illustration). Use safety size 8 3/8" x 10 3/8" for bleed pages. ***IMPORTANT:** All 1/3-page square ads must measure exactly 4 7/8" x 4 7/8".

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production.

REQUIRED FORMATS: 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 <http://www.adobe.com/products/acrobat/pdfs/pdfx.pdf> for guidelines and instructions.

Other file formats such as InDesign and Quark Express native files with associated fonts and graphics will be accepted during the transition to PDF/X-1a as the required format until June 1, 2009. After that date, additional production charges may apply to convert to PDF/X-1a.

AD SIZES: All ads must be created to exact size specifications on the rate card or will incur charges for re-sizing. No live matter within 1/4" of gutter or trim on full-page or spread ads.

PROOFS: For full-page and spread ads, advertisers MUST submit a contract-level digital proof at 100% 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 delivery mode. If contract proof is not supplied, we will generate an Epson proof at a charge of \$50 per page. The publisher and printer will not accept responsibility when contract proofs are not submitted.

MEDIA TRANSFER: CD-ROM, DVD

FOR MORE INFORMATION Contact your SAVEUR ad services manager at 407.571.4798.

***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 at a charge of \$11 will be sent to advertiser for approval and an Epson proof will be made at \$50 per page for full-page ads and spreads. We do not accept ads via email.

Electronic Files are stored for one year only, unless otherwise requested in writing.

***SHIPPING ADDRESS:**

Bonnier Corporation
SAVEUR Magazine
Attn: Courtney Janka
460 N. Orlando Ave., Suite 200
Winter Park, FL 32789
407.571.4798

BINDING: Perfect, foot jog.

INSERTS: Consult your advertising representative.

Production and prepress services are available; rates upon request.

ADVERTISING SPECIFICATIONS

MAGAZINE TRIM SIZE	8 7/8"	X	10 7/8"
SPREAD TRIM SIZE	17 3/4"	X	10 7/8"
SPREAD SAFETY SIZE	17 1/4"	X	10 3/8"
SPREAD GUTTER SAFETY	1/4" per page		
BINDING METHOD	Perfect		
PRINTING METHOD	Web offset, 4-color		

2009 CLOSING DATES

ISSUE DATE	AD CLOSE DATE	MATERIAL DUE DATE	ON SALE DATE
JANUARY/FEBRUARY	11/12/08	11/14/08	01/06/09
MARCH	01/02/09	01/06/09	02/24/09
APRIL	02/02/09	02/04/09	03/24/09
MAY	03/09/09	03/11/09	04/28/09
JUNE/JULY	04/14/09	04/16/09	06/02/09
AUGUST/SEPTEMBER	06/05/09	06/09/09	07/28/09
OCTOBER	07/31/09	08/04/09	09/22/09
NOVEMBER	09/04/09	09/09/09	10/27/09
DECEMBER	10/06/09	10/08/09	11/24/09