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## DISPLAY AD SPACE SPECIFICATIONS

AD SPACE	TRIM	BLEED	NON-BLEED
Spread	16 3/4" x 10 1/2"	17" x 10 3/4"	15 1/2" x 9 1/2"
Full Page	8 3/8" x 10 1/2"	8 5/8" x 10 3/4"	7 3/8" x 9 1/2"
1/2 Page Spread	-	17" x 5 3/8"	15 1/2" x 4 5/8"
2/3 Page	-	5 9/16" x 10 3/4"	4 5/8" x 9 1/2"
1/2 Horizontal	-	8 5/8" x 5 3/8"	7 3/8" x 4 5/8"
1/2 Island	-	n/a	4 5/8" x 7 1/2"
1/3 Vertical	-	3 3/16" x 10 3/4"	2 1/4" x 9 1/2"
1/3 Square	-	n/a	4 5/8" x 4 5/8"

Keep all live matter 5/16" from trim. On gutter bleed spreads, allow 1/2" either side of gutter for live matter.

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## MECHANICAL REQUIREMENTS

**Binding Method:** Perfect. 1/8" roughout each page. Bind-in cards are bound into foot.

**Paper:** 45 lb.

**Ink:** 4/c process.

**Proofs:** Spa requires files in PDF/X-1a format with a SWOP contract proof of the supplied file. Other formats will be accepted, and a conversion charge will be assessed. Proofs that are not SWOP approved will be accepted, but we will not be responsible for color variance. We prefer files be uploaded to our FTP or shipped on CD or DVD discs. We prefer files and proofs at 100% of actual size and containing crop marks, indicating trim and/or bleed dimensions. Mechanical requirements for inserts are supplied upon request, and all inserts must be preapproved by Spa production for usability.

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## ADVERTISING GUIDELINES

Please label all material with issue date, company/agency name, contact, and phone number. It is the advertiser's responsibility to have all materials in by the stated deadlines for each issue. Spa will use the last ad run when materials are not in on time. Late charges will be strictly enforced when an ad holds up production of the magazine. No ads will run without a signed contract. Spa reserves the right to reject any ad containing material it deems objectionable.

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## SHIPPING INSTRUCTIONS

Ship all ad materials to:

Spa Magazine  
ATTN: Amie Hrabak  
353 Airport Road  
Oceanside, CA 92058  
760-966-6226

As of March 2009, please ship to:

Spa Magazine  
ATTN: Amie Hrabak  
2052 Corte del Nogal  
Carlsbad, CA 92011



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## Spa FTP Submission Instructions (Display Ads & Advertorial Mats)

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Please direct your web browser to <http://ftp.spamagazine.com>

Please log in using the following:

Username: spaad

Password: spaguest



Once you have logged in, select the number of files you are uploading, browse to the file location, and click "Begin Upload." Please compress your files with Stuffit or other compression software before posting. \*If you are submitting multiple files for your advertorial (photos, form, etc.), please be sure to zip these together into one final file before uploading and include the property name in the file name.

When you have finished uploading, please contact the Production Manager, Amie Hrabak at 760-966-6226 or [ahrabak@spamagazine.com](mailto:ahrabak@spamagazine.com).

For technical questions, please contact the Prepress Manager, Dave LaMothe at 760-722-7777 x206 or [david.lamothe@transworld.net](mailto:david.lamothe@transworld.net).

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Please send your SWOP contract proof to:

Spa Magazine

Attn: Amie Hrabak

353 Airport Road

Oceanside, CA 92058

760-966-6226

(Materials on CD or DVD included with proof is also accepted)