

# California Real Estate magazine

## 1. Outside Flap

- Bleed Size
  - 3 1/4" wide
  - 8 3/8" high
- Final Trim
  - 3" wide
  - 8 1/4 " high
- Live Area
  - 2 1/2" wide
  - 8" high
- Keep all copy a minimum of 1/4" inside final trim on all sides
- 'Peel Here' tab will be created by C.A.R.; do not include in your design
- To comply with U.S. Postal Regulations, flap will affix to cover with minimal amount of glue tab

## 2. Inside Flap

- Bleed Size
  - 3 1/4" wide
  - 11" high
- Final Trim
  - 3" wide
  - 10 1/2 " high
- Live Area
  - 2 1/2" wide
  - 10" high
- Keep all copy a minimum of 1/4" inside final trim on all sides

## 3. Digital Requirements

- Mac-formatted creative units with all fonts and images included ensure a seamless entry into our workflow.
- Submission of disk and color proof preferred.
- Acceptable formats:
  - InDesign, Illustrator, Photoshop, PDF

## 4. Policies

- An accurate facsimile of cover gatefold (both inside and outside flaps) must be submitted to C.A.R. for review a minimum of 3 business days prior to material due date.
- All cover gatefolds are subject to final copy and creative approval by C.A.R. and must adhere to C.A.R. style formats and editorial standards.

## 5. Send All Materials To:

- Tony Vaccaro / [tonyv@car.org](mailto:tonyv@car.org) / 213-739-8320  
 California Real Estate magazine  
 525 S. Virgil Avenue  
 Los Angeles, CA 90020

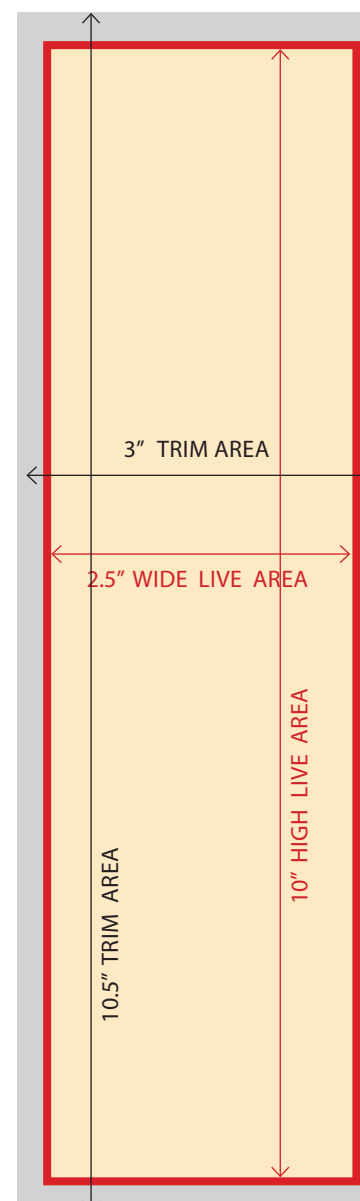


**Outside Flap**

# Cover Gatefold Specs and Guidelines

## 6. Due Dates

Issue	Ad Materials Due for Review	Final Ad Materials Due	Issue Mails
Jan/Feb	Dec 5, '11	Dec 8, '11	Jan 13
March/April	Feb 6	Feb 10	Mar 16
May	March 27	April 2	May 1
June/July	May 7	May 11	June 15
August	June 25	June 29	July 31
September	July 23	July 26	Aug 31
October	Aug 20	Aug 24	Oct 2
Nov/Dec	Oct 3	Oct 8	Nov 13



**Inside Flap**

