

ALL PRINT ADS REQUIRE SUBMISSION OF DISK AND HIGH-QUALITY PROOF. ADS CANNOT BE ACCEPTED VIA E-MAIL.

1. Mechanical Requirements

- Pre-press:** Computer-to-plate (CTP)
- Printing:** Web offset (SWOP)
- Binding:** Saddle-stitch
- Trim Size:** Full page - 8" x 10 1/2"
Spread - 16" x 10 1/2"

2. Digital Requirements

Mac-formatted advertisements using QuarkXPress with all fonts and images included ensure seamless entry into our workflow.

- Acceptable Media:** DVD or CD
- Acceptable Formats:** QuarkXpress, Illustrator, Photoshop, PDF, InDesign

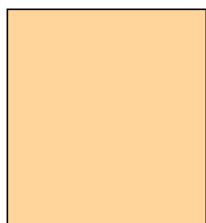
Ads submitted in Microsoft Publisher or other publishing applications will not be accepted.

3. Dimensions

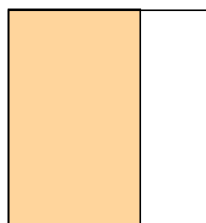
DISPLAY ADVERTISING



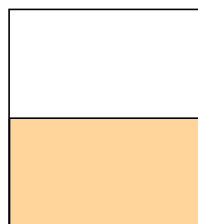
Spread



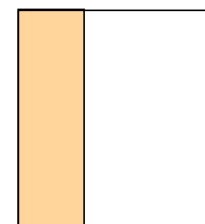
Full Page



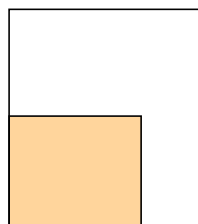
2/3 Page Vertical



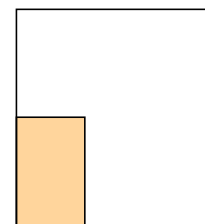
1/2 Page Horizontal



1/3 Page Vertical



1/3 Page Horizontal



1/6 Page Vertical

DISPLAY NON-BLEED SIZE UNITS

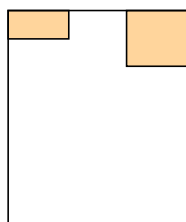
Space	Width	Depth
Spread	15 1/4"	9 3/4"
Full Page	7 1/4"	9 3/4"
2/3 pg. vertical	4 3/4"	9 3/4"
1/2 pg. horizontal	7 1/4"	4 3/4"
1/3 pg. vertical	2 1/4"	9 3/4"
1/3 pg. horizontal	4 3/4"	4 3/4"
1/6 pg. vertical	2 1/4"	4 3/4"

DISPLAY BLEED-SIZE UNITS

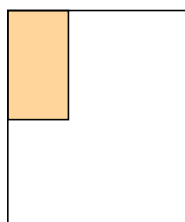
Space	Width	Depth
Spread	16 1/2"	11"
Gutter Bleed	15 1/2"	10"
Full Page	8 1/2"	11"
Final Trim:	8"	10 1/2"
Live Area:	7 3/4"	10 1/4"

Keep all copy a minimum of 1/4" inside final trim on all sides. Specs for the Broker/Manager section and advertorial display ads are identical to the above.

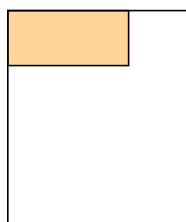
CLASSIFIED ADVERTISING



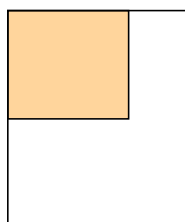
**1/2 Square;
Square**



Vertical Box



Horizontal Box



Large Square

CLASSIFIED UNITS

Space	Width	Depth
½ Square	2 ¼"	1 ⅜"
Square	2 ¼"	2 ⅜"
Vertical Box	2 ¼"	4 ⅜"
Horizontal Box	4 ¾"	2 ⅜"
Large Square	4 ¾"	4 ⅜"

4. Production Charges

Improperly prepared materials without proofs will be subject to production charges. Publisher cannot assume responsibility for reproduction quality from materials furnished incomplete, improper to specs, or in poor condition. Advertiser will absorb all production charges associated with the preparation of ad materials, including the cost of printing a final proof when none is supplied.

5. Miscellaneous Instructions

Proofing:

- High-quality final proof required with all ads*

Color:

- CMYK only; RGB not accepted

Fonts:

- Supply all fonts used in Mac format only
- Include PostScript, screen, and printer fonts

Scans and Images:

- Include and place all images
- 300 DPI, no compression
- TIFF or scanned images
 - Do not scale up or down more than 20%
- Maximum density 260%

Ad Size:

- Full-page ads
 - Build to trim size
 - If ad bleeds:
 - Add 1/4" bleed to trim on all sides
 - If images are on the trim line:
 - Add 1/4" beyond trim to image box
- Partial-page ads
 - Build to specs
 - All ads smaller than one page must be contained within a one-half or one-point border
- Spreads
 - Supply as two separate pages

*Publisher will not be responsible for color quality if high-quality proof is not supplied by advertiser.

6. Ship Disk and Proof to:

Production Manager
 California Real Estate magazine
 525 S. Virgil Avenue
 Los Angeles, CA 90020

QUESTIONS? 213-739-8320