

Production Information

Printing

Web offset. SWOP standards apply.

Binding

Perfect bound.

PDF-Preferred Format

PDFs must be CMYK, 300 dpi with fonts embedded and print optimized. PDFs sent in any format other than stated are NOT ACCEPTABLE and will need to be resubmitted in the correct format, and will be subject to late charges.

Acceptable programs

Macintosh-based programs only: Adobe InDesign, Photoshop, Illustrator.

FTP Guidelines

On Macintosh Fetch and Transmit clients, make sure the FTP mode is passive; if so, there shouldn't be any need to modify anything within these applications for them to work.

When using an FTP program, such as Fetch or WS_FTP to connect, please contact your production coordinator for login window information.

CUSTOMER LOGIN PROCEDURE

- Compress all files into a single archive in Stuffit (.sit) or ZIP (.zip) format.
- Remove all spaces in the name of the compressed archive.
- Name your file with your advertiser/company name.
- Provide your Creative Age production coordinator with name of the archive file.

UPLOAD FOLDERS

Upload to appropriate magazine folder (*DAYSPA*, *Nailpro*, *Beauty Store Business*, *Launchpad* or *Medesthetics*). Contact your production coordinator when the files are done uploading. Also, you must provide a pdf proof for content.

Disks

Disk must be submitted with the following:

- Completed Disk Output Request Form (enclosed)

- Color proof or laser with instructions & color percentages
- Printout of all items on disk
- Disk must include all images, TIFFs, fonts, EPS files & InDesign documents.

Proofs

- All ad submissions must be accompanied by a proof.
- For four-color ads, provide color Fuji print, Rainbow or equivalent according to SWOP standards, processed on publication-grade stock.
- Color rotation is black, cyan, magenta, yellow.

Inserts

- Standard, multi-fold and die-cut inserts accepted.
- Contact production director for specifications at least three weeks prior to space closing date in order to determine exact production requirements and costs.
- Inserts must meet all applicable postal requirements.

Applicable production charges

\$40/hour with \$40 minimum charge

- Computer design, production or typesetting
- Resizing of ad to meet required specifications
- Copy additions or deletions
- Late charges will be applied for materials received past copy due date.

Mailing instructions

DAYSPA Production Department
Creative Age Publications, Inc.
7628 Densmore Ave.
Van Nuys, CA 91406-2042
Attn: Madlen Martinez

Creative Age does not assume any responsibility for color reproduction on any advertising submitted without a color proof.

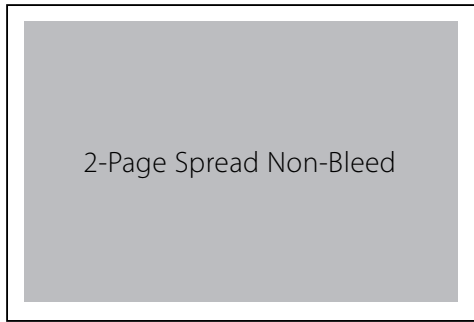


A Creative Age Publication

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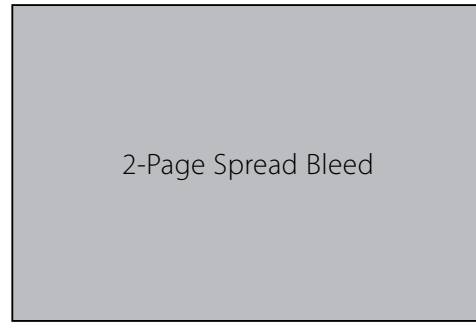


Ad Sizes and Dimensions



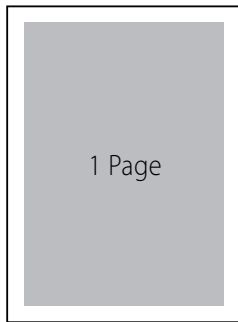
2-Page Spread Non-Bleed

15" x 10"



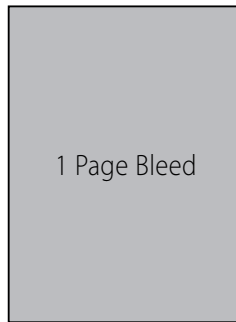
2-Page Spread Bleed

Bleed Size 16¼" x 11" Trim Size 16" x 10¾"
Image Area 15" x 10"



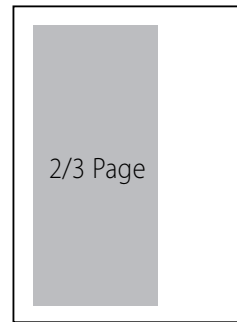
1 Page

7" x 10"



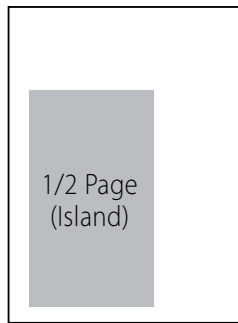
1 Page Bleed

Bleed Size 8¼" x 11"
Trim Size 8" x 10¾"
Image Area 7" x 10"



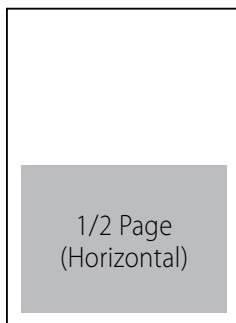
2/3 Page

4⅝" x 10"



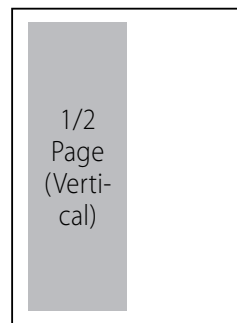
1/2 Page
(Island)

4⅝" x 7¼"



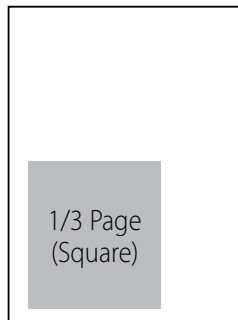
1/2 Page
(Horizontal)

7" x 4⅝"



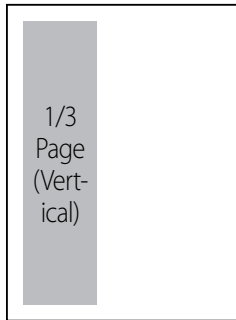
1/2
Page
(Verti-
cal)

3⅜" x 10"



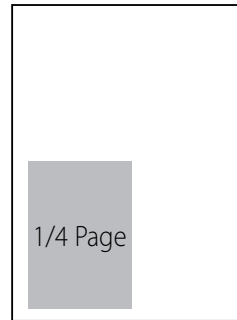
1/3 Page
(Square)

4⅝" x 4⅝"



1/3
Page
(Verti-
cal)

2⅛" x 10"



1/4 Page

3⅜" x 4⅝"