

# Production Information

## Printing

Web offset. SWOP standards apply.

## Binding

Perfect bound.

## Electronic submissions

All advertising materials should be submitted on disk.

## FTP

Contact Production Department for info.

## Acceptable programs

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

## 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.

## 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 two-color ads, mark second spot color.
- 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.
- Proper color reproduction is not guaranteed without acceptable color proof. Tearsheets are not acceptable color proofs.
- A color proof will be made and charged to you if proof provided is not suitable for matching on press.

## 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
- Duplicate materials and mailing or delivery charges on request
- Any hand work needed to meet printing specifications and quality
- Late charges will be applied for materials received past copy due date.

## Mailing instructions

Send all contracts, insertion orders, copy corrections, disks or other material pertaining to advertisements to:

**DAYSPA** Production Department  
Creative Age Publications, Inc.  
7628 Densmore Ave.  
Van Nuys, CA 91406-2042

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

**DAYSPA**

**A Creative Age Publication**

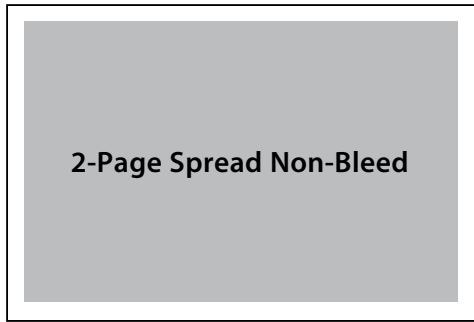
7628 Densmore Ave, Van Nuys, CA 91406-2042  
818/782-7328 800/442-5667 Fax 818/782-7450  
www.dayspamagazine.com

A Circulation Audit  
Verifies that Your Ad  
Dollars Are Well Spent.

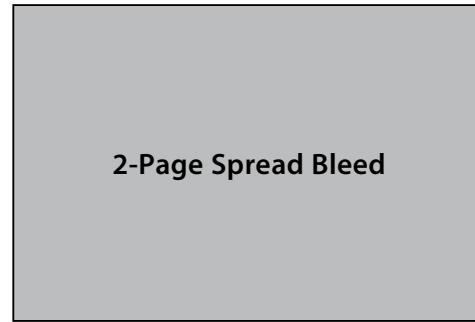


0307

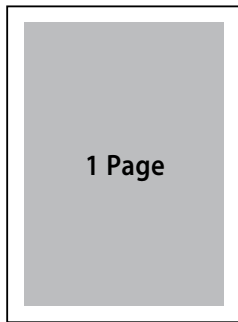
# Ad Sizes and Dimensions



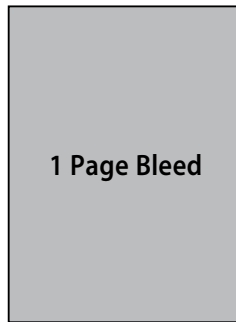
15" x 10"



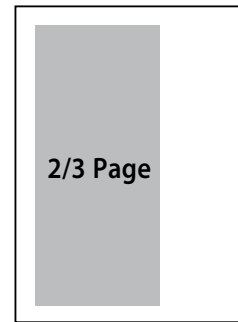
Bleed Size 16<sup>1</sup>/<sub>4</sub>" x 11" Trim Size 16" x 10<sup>3</sup>/<sub>4</sub>"  
Image Area 15" x 10"



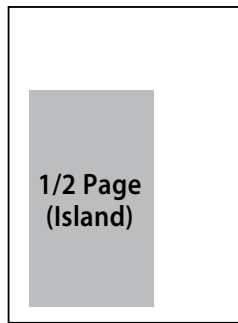
7" x 10"



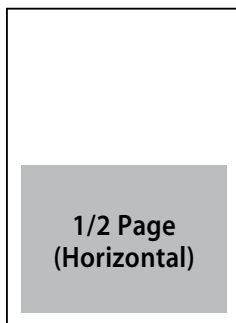
Bleed Size 8<sup>1</sup>/<sub>4</sub>" x 11"  
Trim Size 8" x 10<sup>3</sup>/<sub>4</sub>"  
Image Area 7" x 10"



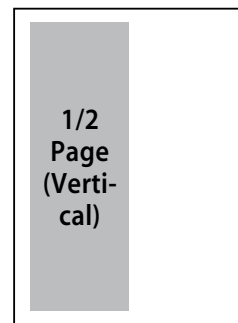
4<sup>5</sup>/<sub>8</sub>" x 10"



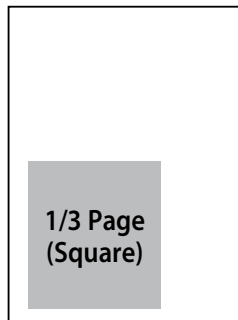
4<sup>5</sup>/<sub>8</sub>" x 7<sup>1</sup>/<sub>4</sub>"



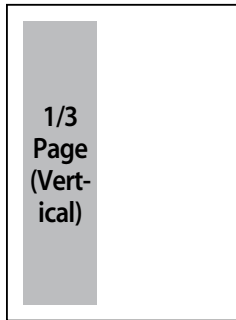
7" x 4<sup>5</sup>/<sub>8</sub>"



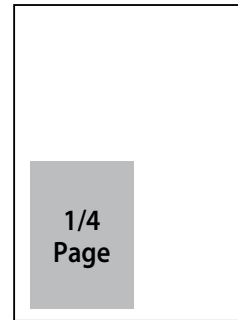
3<sup>3</sup>/<sub>8</sub>" x 10"



4<sup>5</sup>/<sub>8</sub>" x 4<sup>5</sup>/<sub>8</sub>"



2<sup>1</sup>/<sub>8</sub>" x 10"



3<sup>3</sup>/<sub>8</sub>" x 4<sup>5</sup>/<sub>8</sub>"

# Disk Output Request Form

We support these Mac-based programs ONLY:  
Adobe InDesign, Illustrator and Photoshop.

## Production Charges

There is a \$40 per hour charge for any computer design, typesetting and production. This includes any work necessary on ad files furnished on disk that have files set up incorrectly for output and printing. Production charges will be billed for necessary work, such as re-sizing images, setting traps, fixing typos, and any other corrections.

Charges will be billed for all outside services and materials necessary for printing, such as scanning and stripping of photos and logos not on disk, film output, velox and proofs.

## Instructions for Preparing Ads on Disk

1. Logos and images to be placed in your files should be scanned in at a resolution of 300 dpi or higher. Photos should not exceed maximum density of 300%.
2. Place ONLY the files needed to print your

ad into a single folder. Include the main file (InDesign) plus all other supporting files used to create the main file (TIFF, EPS and PICT). Put all fonts used to create the files (printer and screen fonts) into the folder. Include all fonts used to create EPS files, as they are necessary to print the file out correctly.

3. Check our ad sizes and make sure type is within image area. Leave enough background for bleeds.

4. The disk must be submitted with the following items:

- A printout that lists every item on the disk.
- A laser or color Rainbow proof with screen tints and any necessary instructions indicated as a proof to check against the output.
- The completed disk output form below.

PLEASE COPY THIS FORM, FILL OUT COMPLETELY AND SUBMIT WITH DISK.

MAGAZINE TITLE \_\_\_\_\_ ISSUE \_\_\_\_\_

DISK SUBMITTED \_\_\_\_\_  ZIP  CD

COMPANY \_\_\_\_\_ CONTACT \_\_\_\_\_

PHONE (\_\_\_\_) \_\_\_\_\_

FAX (\_\_\_\_) \_\_\_\_\_

PROGRAM USED \_\_\_\_\_ VERSION NUMBER \_\_\_\_\_

TIFF AND EPS FILES USED \_\_\_\_\_ FONTS USED (PLEASE INCLUDE ON DISK)

\_\_\_\_\_

FILE NAME \_\_\_\_\_ COLORS TO OUTPUT (CIRCLE)

\_\_\_\_\_ C M Y K

### PLEASE CHECK SIZE OF AD

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> 1 Page Bleed                | <input type="checkbox"/> 1 Page.....7" x 10"   | <input type="checkbox"/> 1/2 Page (Vertical).....3 <sup>3</sup> / <sub>8</sub> " x 10"                           |
| Bleed Size.....8 <sup>1</sup> / <sub>4</sub> " x 11" | <input type="checkbox"/> 2/3 Page.....4 <sup>5</sup> / <sub>8</sub> " x 10"                                      | <input type="checkbox"/> 1/3 Page (Square).....4 <sup>5</sup> / <sub>8</sub> " x 4 <sup>5</sup> / <sub>8</sub> " |
| Trim Size.....8" x 10 <sup>3</sup> / <sub>4</sub> "  | <input type="checkbox"/> 1/2 Page (Island).....4 <sup>5</sup> / <sub>8</sub> " x 7 <sup>1</sup> / <sub>4</sub> " | <input type="checkbox"/> 1/3 Page (Vertical).....2 <sup>1</sup> / <sub>8</sub> " x 10"                           |
| Image Area .....7" x 10"                             | <input type="checkbox"/> 1/2 Page (Horizontal) .....7" x 4 <sup>5</sup> / <sub>8</sub> "                         | <input type="checkbox"/> 1/4 Page .....3 <sup>3</sup> / <sub>8</sub> " x 4 <sup>5</sup> / <sub>8</sub> "         |

**DAYS PA**

**A Creative Age Publication**

7628 Densmore Ave, Van Nuys, CA 91406-2042  
818/782-7328 800/442-5667 Fax 818/782-7450  
www.dayspamagazine.com

A Circulation Audit  
Verifies that Your Ad  
Dollars Are Well Spent.



0307

# 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.

## 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.

If using an FTP program such as Fetch or WS\_FTP to connect, please contact your production coordinator for login window information.

## UPLOAD AND DOWNLOAD FOLDERS:

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

Please Note: Creative Age does not assume any responsibility for color reproduction on advertising material that is placed on our FTP site unless a high-quality hard copy proof is mailed in before the deadline. If you have any questions, please contact your production coordinator at 800/442-5667.

**DAYS PA**

**A Creative Age Publication**

7628 Densmore Ave, Van Nuys, CA 91406-2042  
818/782-7328 800/442-5667 Fax 818/782-7450  
www.dayspamagazine.com

A Circulation Audit  
Verifies that Your Ad  
Dollars Are Well Spent.



0307