
ADVERTISING SPECS

| AD SIZE | WIDTH | DEPTH |
|---|---------|---------|
| 2-Page Spread w/Bleed | 17.25" | 11.25" |
| Full Page w/Bleed | 8.875" | 11.25" |
| Trim Size | 8.375" | 10.75" |
| Live Matter | 7.1667" | 9.1806" |
| <i>All copy and logos, MUST be at least .375" away from edge of page trim size.</i> | | |
| 2/3 Page Vertical | 4.6944" | 9.1806" |
| 1/2 Page Vertical | 4.6944" | 6.8231" |
| 1/2 Page Horizontal | 7.1667" | 4.4654" |
| 1/3 Page Vertical | 2.2222" | 9.1806" |
| 1/3 Page Square | 4.6944" | 4.4654" |
| 1/4 Page Vertical | 3.4583" | 4.4654" |
| 1/6 Page Vertical | 2.2222" | 4.4654" |
| 1/6 Page Horizontal | 4.6944" | 2.1077" |

RATE & ADVERTISING POLICIES

FIVE-COLOR RATES

For Pantone and metallic inks, consult publisher.

RATEHOLDER

Minimum size space to maintain frequency is 1/4 page.

INSERTS

A limited number of special units are available per issue. Rates and mechanical specifications upon request.

MULTIPLE-PAGE DISCOUNTS

Advertisers running four or more pages in a single issue are eligible for multiple-page discounts. Consult publisher.

CREDIT

Advertisers or agencies are required to fill out a credit application. Full payment is due within 30 days of invoice date. No credit will be extended to advertisers with a balance due over 60 days. A service charge of 1% per month will accrue on all account balances over 30 days.

DIGITAL SUBMISSION

MATERIAL SPECIFICATIONS

Advertising must be submitted in digital format. All images and elements must be placed at 100% in CMYK to SWOP standards with a minimum resolution of 300 dpi. (PSD, TIF or JPEG)

MEDIA

DVD or CD-ROM (ISO 9660 format). Media will be returned two weeks following the publishing date, upon request only.

DATA FORMATS

PDF x1a files only.

FTP UPLOADS

Please go to our website at www.palmspringslife.com, click on "Advertise" (located on the top navigator bar) and scroll down to "Advertiser FTP service" (just below "Upload Files"). This takes you to the login page. Ask your sales representative for username and password.

PROOFS

Supplied ads are accepted with the understanding that the advertiser has provided a properly calibrated approved proof and will be forwarded to the press as a guide. If no proof is supplied, a color printout will be provided to the press. Please note, due to variations in monitors and printers, final printed color may not be an identical match. Halftone proofs are available to all advertisers, designers, or agencies at \$50 per page.

PRINTING

Web offset on 60-lb. coated free-sheet to SWOP standards. Dot variation of 4% per color (cyan, magenta, yellow and black) are within SWOP standards. Publisher is not liable for any color variations within SWOP standards.

DESIGN CONSIDERATIONS

Hairline rules and reverse type (under 8 pt., particularly serif fonts) tend to fill in on press and are not recommended. Black backgrounds, in 4-color advertisements, should have under-color added: 50% cyan, 40% magenta, 40% yellow, 100% black; or 2-color black: 60% cyan, 100% black.

OTHER SERVICES

Full graphic design services are offered through Desert Grafics. Call 760-323-2739.

SALES REPRESENTATIVES

For more information about advertising, please contact your sales representative.

760-325-2333

Jennifer Allen, ext 332 | Jim Doyle, ext 221 | Paulina Larson, ext 286 | Michael Mathews, ext 236
Kathi Pettersen, ext 220 | Julie Rogers, ext 255 | Tera Lea Surratt, ext 216