



Ad Specs

REVISED

MARCH 2005

**FOR ELECTRONIC
AD SUBMISSIONS**

email artwork to: art@inlamag.com

FILE FORMAT: MAC ONLY

- Adobe ACROBAT PDF
- Flattened Adobe PHOTOSHOP tiff files
- Quark 5 & under - CONVERT ALL FONTS ON YOUR DOCUMENT INTO PATHS. If fonts are provided, you must send BOTH screen and printer fonts. Along with linked images.
- Flightcheck your file before sending.
Collect for Output in Quark does not collect fonts needed — you must manually copy screen and printer fonts into the folder you send along with your ad.

COLOR ADS (gloss & newspaper pages): Images set at 266 to 300 dpi (133 line screen)
CMYK process color only. NO RGB!

BLACK & WHITE ADS: Images set at 170 to 300 dpi (85 line screen)

NOTE: A proof copy is REQUIRED with ALL ad submissions

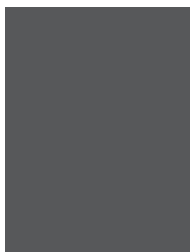
SUBMISSIONS CAN BE E-MAILED TO ART@INLAMAG.COM — FAX PROOF COPY TO (323) 848-2058
OR SENT VIA CD OR ZIP DISK W/PROOF TO: 8235 SANTA MONICA BLVD., STE 306, WEST HOLLYWOOD, CA 90069

**FOR LARGE FILES, YOU MAY UPLOAD YOUR AD TO
www.inmagla.com/upload/index.html**

ftp instructions: use a program fetch or wsftp, this is case sensitive
Host name: [ftp.inmagla.com](ftp://ftp.inmagla.com) User Name: [Inmagftp](ftp://ftp.inmagla.com) Password: [fct?974](ftp://ftp.inmagla.com)

Please allow sufficient time prior to deadline for any unforeseen problems & allow for an alternative way to send the ad, should this become necessary. Your failure to send your files in the above specified format INCLUDING proof copies, may result in your ad printing incorrectly, causing delays & jeopardizing placement. As such, this would NOT relieve you of responsibility for payment of an incorrect ad.

Page Dimensions- full page ads -please keep all type in live area only



FULL PAGE
Live: 9.5 x 11.75
Bleed: 10.375 x 12.75
Trim: 10.125 x 12.25



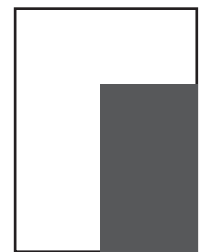
3/4 PAGE
6.875 x 11



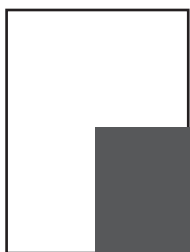
JUNIOR
6.875 x 8



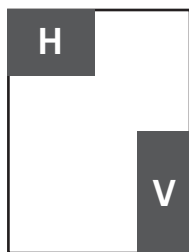
1/2 PAGE HORIZ OR VERT
Horiz: 9.125 x 5.375
Vert: 4.5 x 11



3/8 VERT
4.5 x 8.125



1/4 PAGE
4.5 x 5.375



1/8 PAGE
Horiz (H) 4.5 x 2.625
Vert (V) 2.125 x 5.375



1/16 PAGE
2.125 x 2.625

CUSTOM ARTWORK:

IN Los Angeles Magazines' art department offers complete ad design. Including copywriting, art direction, design, typography, and photography. Deadline for ads to be produced by IN Los Angeles Magazine is Friday, eight (8) working days prior to the on-street date. Any corrections or changes on supplied or pre-existing ads are billable.

PRINTING INFORMATION:

Cover: Sheet-fed. Four-Color. 80# gloss
Mainbook: Web-offset. Process color, spot color and/or black & white. 35# Electrobrite.