

# LINKS

## RATE CARD #23 2009-10

### MECHANICAL REQUIREMENTS

**BLEED PAGE SIZE:** 8¼" x 10¾"

**PAGE TRIM SIZE:** 8" x 10½"

**AD SIZES:**

NON-BLEED	Width	Depth
• Full page	7"	9¾"
• 2/3 vertical	4¾"	9¾"
• 1/2 horiz.	7"	4¾"
• 1/2 horiz. spread*	15"	4¾"
• 1/2 vertical	4¾"	7¼"
• 1/3 vertical	2¼"	9¾"
• 1/3 square	4¾"	4¾"

BLEED	Width	Depth	TRIM SIZE
• Full page	8¼"	10¾"	8" x 10½"
• 2-page spread*	16¼"	10¾"	16" x 10½"
• 2/3 vertical	5"	10¾"	4¾" x 10½"
• 1/2 horizontal	8¼"	5¼"	8" x 5½"
• 1/2 horiz. spread*	16¼"	5¼"	16" x 5½"
• 1/3 vertical	2¾"	10¾"	2¾" x 10½"

**BLEED ALLOWANCE:** ⅛" beyond trim.

**SAFETY MARGINS:** ¼" inside trim size.

\*Gutter safety for crossover photos: ¼" total (⅛" each side)

Both file and contract proof provided must reflect the ¼" mirror image and be clearly marked, otherwise some loss of image in the gutter may occur due to perfect binding.

\*Gutter safety for crossover type headlines: ½" total (¼" each side)

**PRINTING:** Offset web

**BINDING METHOD:** Perfect bound

**PAPER STOCK:** Cover stock 70#, Text stock 45#.

**SPECIFICATIONS FOR ELECTRONIC FILES:**

- All files must be CMYK (not RGB) and Macintosh formatted.
- Only PDFX-1a File Type (Locked-down file) Accepted\*

View our on-line instructions for preparing a press-ready PDF/X-1a file at <http://www.links magazine.com/advertisinginfo>.

• **Image Resolution:** Raster 4/C image resolution should be 304.8 dpi (optimum), 254 dpi minimum. Bitmap (1-bit) resolution should be 1200 dpi (optimum), 900 dpi minimum.

• **Storage Media Accepted (In priority order):**

- 1) DVD
- 1) CD-Rom

• **Media label requirements:**

Job title, publication name, issue month, supplier name along with contact name, phone number, address and a print-out of the directory.

• **Proofing Requirements: A SWOP certified CONTRACT PROOF (color bars and date/time must be on the proof)** that is made from the final electronic file being furnished. Visit [www.swop.org](http://www.swop.org) and scroll down to CERTIFIED PROOFING SYSTEMS for a list of acceptable SWOP certified proofs. Please label color proofs to indicate type of proofing device. We prefer an Epson 9600 or a Kodak approval proof (film based match-prints are not preferred). **Proofs made from desktop printers or laser printouts are not acceptable.** Publisher will not accept responsibility for variation if a contract proof that meets all of the expectations is not provided. A \$125 surcharge will be assessed to the agency/client to produce a contract proof if one is not provided.

• All other incidental charges necessary for final file ad production will be billed back to the agency/client.

**LINE SCREEN:** 133 (150 max.) for 4-color; 133 for black and white

• **TO SUBMIT ADVERTISING MATERIAL ELECTRONICALLY:**

Use the following link:

<http://adportal.links magazine.com/>

Click on "Ad Portal" box.

Complete all information, submit and wait for confirmation.

**ADVERTISING MATERIAL EXTENSIONS:** Publisher cannot accept responsibility for the reproduction quality of advertising materials granted late extensions.

**\*QUARK, PAGEMAKER OR ANY OTHER APPLICATION FILES ARE NO LONGER ACCEPTED.**

### EDITIONS & CLOSING DATES\*

Issue	Fall 2009	Premier Properties Guide 2009-10	Winter 2010	Spring 2010	Summer 2010	Fall 2010
<b>Space</b>	08/12/09	10/07/09	01/04/10	02/10/10	04/07/10	08/11/10
<b>Materials</b>	08/14/09	10/09/09	01/06/10	02/12/10	04/09/10	08/13/10
<b>In Home</b>	10/02/09	11/27/09	02/12/10	04/02/10	05/28/10	10/01/10

\* Reply card (BRC's) space reservations and special sections close one week prior to the dates listed above.

### SHIPPING INSTRUCTIONS

**Media label requirements: job title, publication name, issue month, supplier and contact name, phone number, address and a printout of the directory.**

Please fax insertion orders to: (843) 686-4979. Ship proofs, advertising materials and BRC materials to: **LINKS MAGAZINE**, 10 Executive Park Road, Ste. 202, Hilton Head Island, SC 29928, Attn: Lynne DeNagel/Photography & Production Coordinator, Phone: 843-842-6200.