

CHECKLIST FOR AD MATERIAL

Salon Communications Inc. 365 Bloor St. E., Ste. 1902 Toronto ON Canada M4W 3L4 T [416] 869.3131 F [416] 869.3008 E production@beautynet.com • www.beautynet.com

COMPANY+AD NAME _____ FOR INSERTION IN THE _____ ISSUE OF SALON MAGAZINE (English French edition)

GRAPHICS COMPANY _____ CONTACT _____ TEL: (_____) _____

EMAIL _____

SPREADS AND FULL PAGES (PDFX/1-a compliant. Must be accompanied by a Fuji Pictro or Kodak colour proof)

- DOUBLE PAGE SPREAD Bleed: 17.5" (w) X 11.125" (h) **TRIM: 17.25" (w) X 10.875" (h)** Type Safety: 16.75" (w) X 10.375" (h)
- FULL PAGE..... Bleed: 8.875" (w) x 11.125" (h) **TRIM: 8.625" (w) x 10.875" (h)** Type Safety: 8.125" (w) x 10.375" (h)

PARTIAL ADS Size of ad in inches, no bleed or crop marks

- 1/2 PAGE VERTICAL 3.625"(w) x 9.875"(h) 1/3 PAGE (vertical only) 2.375"(w) x 9.875"(h)
- 1/2 PAGE HORIZONTAL 7.625"(w) x 4.75"(h) 1/4 PAGE (vertical only) 3.625"(w) x 4.75"(h)
- For **Marketplace & Classified ads** check with your account representative or Salon production manager for proper sizing
_____ (w) X _____ (h) (in inches)

FRENCH TRANSLATION

Accompany English version of ad (in PDFX1a format) with source files. Include all images, all fonts and the working document (InDesign file or QuarkXPress version 5 file).

IMPORTANT: For help making press-ready PDF files in QuarkXPress & InDesign, email: production@beautynet.com with your questions/request. Files not to specification are subject to automatic extra production charges. Please follow specifications to avoid charges

IMPORTANT: The following application files cannot be accepted: QuarkXPress 6+, FreeHand, MS Word, MS PowerPoint, CorelDraw, PageMaker

DIGITAL FILE VERIFICATION designer please sign and date

I hereby declare these files to meet the specifications above and accept full responsibility for any errors in printing as a result of supplying incorrect file types.

signature _____

date _____

ALL PDF SUBMISSIONS must conform to the following

- Supplied as PDFX/1-a standard files
- All fonts embedded. None stylized from palettes
- All images used must be TIFF or EPS, CMYK, 300 dpi, no compression, no embedded colour profiles and scaled no more than 130%
- be accompanied by a B&W laser proof at _____%

FILES ARE SUPPLIED please check one

- on standard sized CD (700 MB) or DVD (4.7GB)
- emailed in compressed, self-extracting file to: production@beautynet.com - Attn: production manager
- via FTP - email production@beautynet.com for info.

SEND MATERIALS TO

Salon Magazine
365 Bloor Street East,
Suite 1902
Toronto, Ontario, Canada M4W 3L4
Attn: Alan Swinton-Production Manager

FTP INFORMATION

Host/Server: ftp1.beautynet.com
User ID: sci_client
Password: cap61dog
*ignore "Permission Denied" message & begin upload

Note: Please direct all production inquiries to Alan Swinton at 416-869-3131 x111 or production@beautynet.com

09.2008