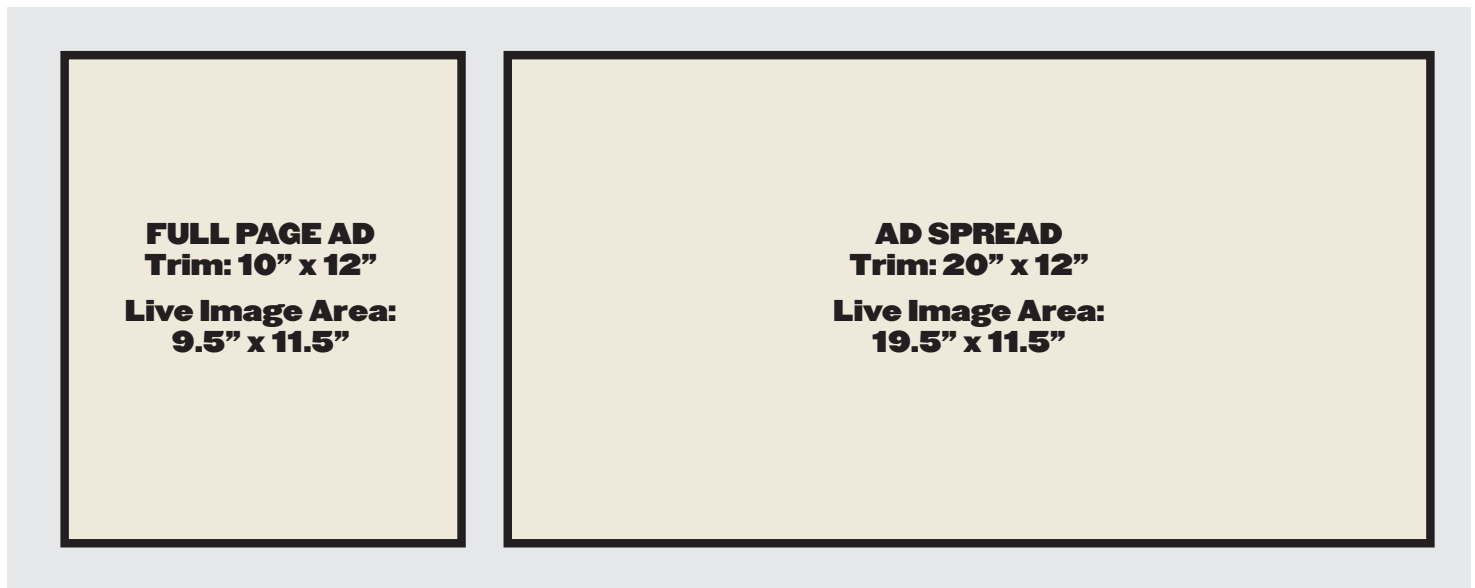


LAYOUT

Each magazine is printed web offset: perfect bound. Keep live matter .25" from trim: head, foot, and sides. Because it is unknown at the time of production if the ad is to run on left-hand page or right, be sure to add .125" bleed on all sides. Spreads that have crossover type should allow at least .25" safety from gutter on both pages of the spread. Any images that crossover should be double burned .0312" on each side to ensure correct alignment. Please make sure that crop marks are 12 pts. offset from the edge. For your convenience, Indesign templates are available to download from our adportal.



PRINT AD SUBMISSION

Ads must be submitted on DVDs or via DU JOUR's ad-portal easily located on DuJour.com's home page or go directly to: dujour.sendmyad.com. A new username and password can be created once you have access to the site. Use Mozilla Firefox web browser on both Macintosh and Windows platforms for greater compatibility. Additionally, you can download InDesign templates for your ads. All files must be zipped (.zip) unless it is a PDF/X-1a or JPEG. If sending multiple supporting files for a single ad, please zip a folder and upload the zipped folder. Submit PDF plate-ready files containing a minimum of 288 DPI CMYK images, flattened layers, all fonts and subsets included, process (no spot) colors, 12-point offsets for all marks, JPEG, EPS, and TIFF images must be flattened and built in Photoshop. Do not send files via e-mail. Run preflight software on file(s) whenever possible and provide the preflight report with all final digital files. Please send DVDs in hard cases to avoid damage to disk. Film will not be accepted. Submitted media must be clearly labeled.

PRINT AD SHIPPING INFO.

SWOP Certified proofs must be supplied with your advertisement for our publication. You may choose to have us generate your SWOP Certified proofs for \$115 for your single page ad or \$230 for your spread page ad. If you do not supply a proof or choose to have one generated by us, you waive your right to dispute any color or other discrepancies in the final printing of your ad.

Send your materials to: **DuJour Media 530 Seventh Avenue Floor M1 New York, NY 10018** attn: Production Department. Adportal support is available within the adportal or at: dujour.sendmyad.com