

2011-12 Achiever Magazine Advertising Specifications

FULL PAGE

Trim : 5.25 x 7.25

Non-bleed : 5 x 7

Bleed: 5.5 x 7.5

Live area (for bleed) : 5 x 7

1/2 HORIZONTAL

Trim : 5.25 x 3.625

Non-bleed : 5 x 3

Bleed: 5.5 x 4

Live area (for bleed) : 5x3

TWO-PAGE SPREAD

Trim : 10.5 x 7.25

Non-bleed : 9.5 x 7

Bleed: 10.75 x 7.5

Live area (for bleed) : 9.5 x 7

My Life List ACHIEVER prints heat-set web offset and is perfect bound. Cover prints 150-line screen on 100 lb., glossy-coated text stock. Inside prints 133-line screen on 38 lb., glossy-coated text stock. Full production specifications available upon request.

Dimensions

TRIM SIZE: 5.25 x 7.25 / perfect bound

COLUMNS: 2

RECOMMENDED LINE SCREEN: 150 lpi, 300 dpi

BLEED: Allow .125" all around for bleed to trim off during binding (i.e., bleed size is 5.5 x 7.5) Available only on full page and spreads (call for fractionals)

LIVE/SAFETY AREA: All type or graphics not intended to trim should be .5" in from trim (i.e. live area is 5 x 7)

CROSSOVER SAFETY FOR SPREADS:

Headlines: .125" each side of the gutter

Body text: .25" each side of the gutter

PREFERRED FILE TYPE: High-res, PDFX1a

Email files under 7MB to advertising@mylifelist.org, or call for FTP info.

COLOR: SWOP standard proofs are required by ad deadline for all color ads. If no color proof is provided, client waives right to argue any errors in color print quality.

Deadlines

PUBLICATION DATES: Print, September, January and May, 3 times per year. Digital, second Friday of each month, 12 times per year.

Closing dates

AD WORKUP: Weds Aug 17, 16 business days prior

SPACE RESERVATION: Weds Aug 10, 21 business days prior

CANCELLATIONS: Weds Aug 17, 16 business days prior

PROOF REQUESTS: Mon Aug 15, 14 business days prior

AD MATERIALS: Weds Aug 17, 16 business days prior

CLASSIFIEDS: Weds Aug 17, 16 business days prior

LATE CHARGE FOR ADS RECEIVED AFTER DEADLINE: \$95 for every 48 hours late

DEADLINE: \$95 for every 48 hours late

INSERTS: Call for pricing. With full insert spec information, allow 48 hours for pricing work-up.

PREMIUM POSITIONS: Call for price and availability on all premium positions and special requests within the magazine.

To Advertise

CALL 310-717-6953

EMAIL advertising@mylifelist.org

ACHIEVERMAG.COM

MYLIFELIST.ORG/ACHIEVERMAG