

# STYLEMAX<sup>®</sup>

Show Directory Advertising  
January 28-30, 2012

Files due: January 6, 2012

INFO:      **Company Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Email:** \_\_\_\_\_      **Phone:** \_\_\_\_\_

**Website:** \_\_\_\_\_

PAYMENT:   **Credit Card Number:** \_\_\_\_\_      **Exp #:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

## CHOOSE PLACEMENT:

\_\_\_\_ Standard      **SOLD** Inside Front Cover

\_\_\_\_ Back Cover      \_\_\_\_ Inside Back Cover

## Advertising & Pricing Information

Size	Dimensions (width x height)	Four-color
<b>Standard options</b>		
Full Page		\$450
Bleed	5.5" x 8.5" plus .125" bleed	
Trim	5.5" x 8.5"	
Safety/live area	5" x 8"	
<b>Preferred placements</b>		
Back Cover		\$700
Inside Front Cover		\$700
Inside Back Cover		\$700

## Directory Ad Size & Dimensions

**Publication size:** 5.5" x 8.5" (trim)

**Trim:** Final page dimensions.

**Bleed:** Size required for an ad to bleed off the edges of a page. (.125" past trim)

**Safety/Live Area:** All text and graphics not intended to bleed. (1/4" from trim)

<b>Covers and Full Page</b>
<b>Bleed</b> 5.5" x 8.5" plus .125" bleed
<b>Trim</b> 5.5" x 8.5"
<b>Safety/Live Area</b> 5" x 8"

Please fax this form to **312.527.7543**.

**Questions?** Contact Monique Kielar at 312.527.7904 or [mkielar@mmart.com](mailto:mkielar@mmart.com)

### Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at [www.swop.org](http://www.swop.org) or <http://www.adobe.com/designcenter/acrobat/articles/acr6pdfx.html>.
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (12-point off set).
- Only one ad per PDF document.

### Document setup

- Use QuarkXPress or Adobe InDesign for ad layouts. For information on creating a PDF/X-1a, visit [www.adobe.com](http://www.adobe.com).
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be Type 1 or Open-Type (Multiple Master Fonts are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/Pantone colors.
- Ink density is not to exceed 300%.
- Black text 12 points or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).
- Reversed text must be a minimum of 10 points.

### Unacceptable file types

- Microsoft Word, Excel, PowerPoint or Publisher and Adobe Pagemaker or Freehand files will not be accepted.

### Submit required files by

**January 6, 2012** to:

Send Files to:

**Monique Kielar**  
[mkielar@mmart.com](mailto:mkielar@mmart.com)  
312-527-7904

### Important notes

- All advertising and placement is subject to MMPI approval.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline. All prices are net.
- All signed agreements are firm. No cancellations are accepted.
- No agency commission or cash discounts accepted.

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any provided materials that do not meet the defined specifications of the publication.

Although every effort is made to preserve advertising materials in their original condition, the publisher is not responsible for lost or damaged advertising materials after publication.

### Please remit payments to:

Jill Caravelli  
MMPI  
222 Merchandise Mart Plaza, Suite 470  
Chicago, IL 60654  
312.527.7880/ [jcaravelli@mmart.com](mailto:jcaravelli@mmart.com)