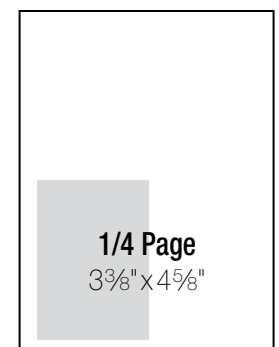
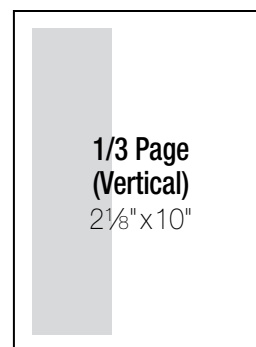
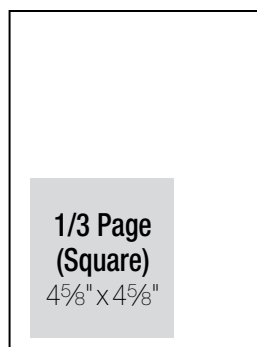
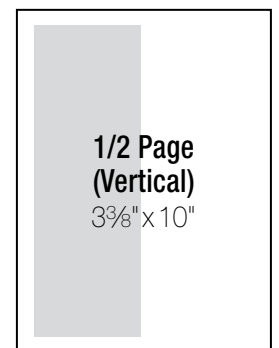
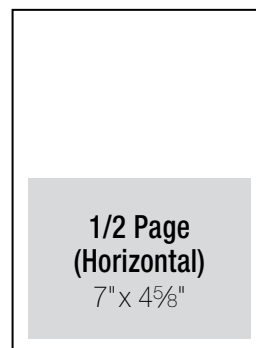
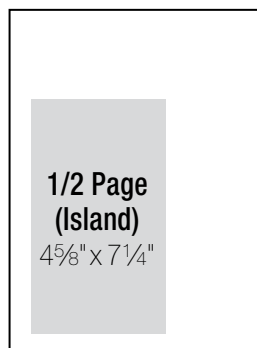
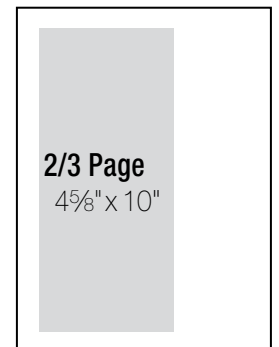
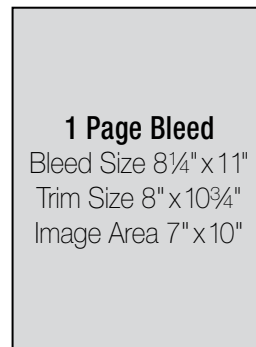
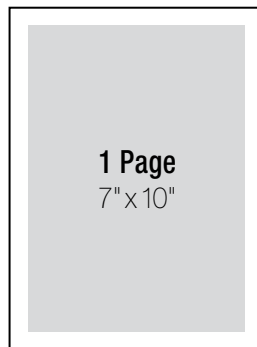
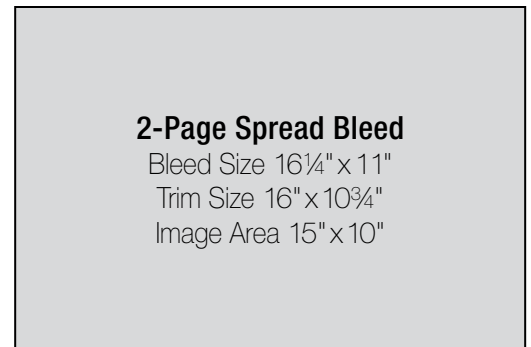
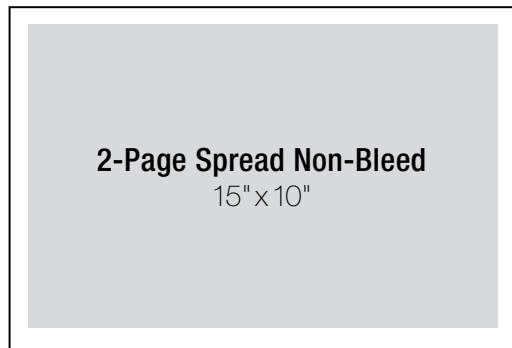


## Ad Sizes & Dimensions



## Production Information

### Printing

Web offset. SWOP standards apply.

### Binding

Perfect bound.

### PDFs (preferred format)

Must be CMYK, 300 dpi with fonts embedded and print optimized. PDFs sent in any format other than stated are NOT ACCEPTABLE and will need to be resubmitted in the correct format and will be subject to late charges.

### Acceptable programs

Macintosh-based programs only:  
Adobe InDesign, Photoshop, Illustrator.

### FTP Guidelines

On Macintosh Fetch and Transmit clients, Passive mode for FTP is the default, so there shouldn't be any need to modify anything within these applications for them to work.

If using an FTP program such as FETCH or WS\_FTP to connect, enter the following information in the appropriate fields of the login window:

### Customer Log in Procedure:

- Compress all files into a single archive in Stuffit (.sit) or ZIP (.zip) format.
- Remove all spaces in the name of the compressed archive.
- Name your file with your advertiser/company name (ex.: opi.eps).
- Provide your Creative Age production coordinator with name of the archive file.

### Upload folders:

Upload to MedEsthetics folder. Contact your production coordinator when the files are done uploading. Also, you must provide a PDF proof for content.

### Disks

**Multipatform CD or ZIP disk must be submitted with the following:**

- Completed Disk Output Request Form (enclosed).
- Color proof or laser with instructions and color percentages.
- Printout of all items on disk.
- Disk must include all images, TIFFs, fonts, EPS files and InDesign documents.

### Proofs

- All ad submissions must be accompanied by a proof.
- For four-color ads, provide color Fuji print, Rainbow or equivalent according to SWOP standards, processed on publication-grade stock.
- Color rotation is black, cyan, magenta, yellow.
- Proper color reproduction is not guaranteed without acceptable color proof.

### Inserts

Standard, multifold and die-cut inserts accepted.

- Contact production director for specifications at least three weeks prior to space closing date in order to determine exact production
- Inserts must meet all applicable postal requirements.

### Applicable production charges

**\$40/hour with \$40 minimum charge**

- Computer design, production or typesetting.
- Resizing of ad to meet required specifications.
- Copy additions or deletions.
- Late charges will be applied for materials received past copy due date.

### Mailing instructions

Send all contracts, insertion orders, copy corrections, disks or other material pertaining to advertisements to:

MedEsthetics Production Department  
Creative Age Publications, Inc.  
7628 Densmore Ave.  
Van Nuys, CA 91406-2042  
Ph:800/442-5667 Fax:818/782-7450

*Publisher is not liable for reproduction quality on ad materials that do not meet specifications.*

## Disk Output Request Form

### Electronic Submissions

We support these Macintosh-based programs ONLY: Adobe InDesign and Adobe Photoshop.

### Production charges

There is a \$40 per hour charge for any computer design, typesetting and production. This includes any work necessary on ad files furnished on disk that have files set up incorrectly for output and printing. Production charges will be billed for necessary work such as resizing images, setting traps, fixing typos and any other corrections. Charges will be billed for all outside services and materials necessary for printing, such as scanning of photos and logos not on disk and proofs.

### Preparing Ads On Disk

- Logos and images to be placed in your files should be scanned in at a resolution of 300 dpi or higher.
- Place ONLY the files needed to print your ad into a single folder. Include the main file (InDesign) plus all other supporting files used to create the main file (tiffs, EPSs and picts). Put all fonts used to create the files (printer and screen fonts) into the folder. Include all fonts used to create EPS files, as they are necessary to printout the files correctly.
- Check our ad sizes and make sure type is within image area. Leave enough background for bleeds.
- The disk must be submitted with the following items:
  - a printout which lists every item on the disk
  - a color proof or laser with screen and color percentages and any necessary instructions indicated as a proof to check against the output the completed disk output form below

Please copy this form, fill out completely and submit with disk.

MAGAZINE TITLE _____	VERSION NUMBER _____
ISSUE _____	TIFFS AND EPS FILES USED _____
DATE SUBMITTED _____	_____
ZIP _____ CD _____	_____
COMPANY _____	_____
CONTACT _____	_____
PHONE (     ) _____	_____
FAX (     ) _____	_____
PROGRAM USED _____	_____
	_____ C M Y K
	_____ C M Y K

Please check size of ad

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> 1 Page Bleed                  | <input type="checkbox"/> 1 Page ..... 7" x 10"   | <input type="checkbox"/> 1/2 Page (Vertical) ..... 3 <sup>3</sup> / <sub>8</sub> " x 10"                           |
| Bleed Size ..... 8 <sup>1</sup> / <sub>4</sub> " x 11" | <input type="checkbox"/> 2/3 Page ..... 4 <sup>5</sup> / <sub>8</sub> " x 10"                                      | <input type="checkbox"/> 1/3 Page (Square) ..... 4 <sup>5</sup> / <sub>8</sub> " x 4 <sup>5</sup> / <sub>8</sub> " |
| Trim Size ..... 8" x 10 <sup>3</sup> / <sub>4</sub> "  | <input type="checkbox"/> 1/2 Page (Island) ..... 4 <sup>5</sup> / <sub>8</sub> " x 7 <sup>1</sup> / <sub>4</sub> " | <input type="checkbox"/> 1/3 Page (Vertical) ..... 2 <sup>1</sup> / <sub>8</sub> " x 10"                           |
| Image Area ..... 7" x 10"                              | <input type="checkbox"/> 1/2 Page (Horizontal) ..... 7" x 4 <sup>5</sup> / <sub>8</sub> "                          | <input type="checkbox"/> 1/4 Page ..... 3 <sup>3</sup> / <sub>8</sub> " x 4 <sup>5</sup> / <sub>8</sub> "          |

1. Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof.
2. All contents of advertisements are subject to publisher's approval. The publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time. There is no guarantee of results for advertising accepted.
3. Positioning of advertisements is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by the publisher in writing. Fourteen days' written notice is needed for cancellation of a preferred position.
4. All insertion orders are accepted subject to the provisions of our current rate card. Rates are subject to change upon notice from the publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency or volume rate. Cancellations of space reservations for any other reason in whole or in part by the advertiser will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
5. Conditions, other than rates, are subject to change by the publisher without notice.
6. The publisher shall have the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising which the advertiser or its agent ordered and which advertising was published. If it should become necessary for Creative Age to initiate any legal proceedings to collect any balance due, the advertiser and/or its agency agrees to the jurisdiction of Los Angeles, California. The advertiser and/or its agency shall also pay a reasonable attorney's fee to be fixed by the court and all other collection costs.
7. If advertising materials are received past due date, the publisher is not responsible for position, reproduction of late materials or coupon positioning. Proofs for pub-set ads cannot be supplied when materials are late. Opportunity for make-good is lost and late charges will apply when materials are received past due date.
8. Insertion instructions shall be supplied for every advertisement and shall clearly state the following information: name of publication, name of advertiser, date to be inserted, size of advertisement, identification of advertisement (proof of ad to be furnished if possible) plus any special instructions such as bleed, color, etc.
9. No conditions, printed or otherwise, appearing on the space order, billing instruction or copy instructions which conflict with the publisher's stated policies will be binding on the publisher.
10. A contract year, or twelve-month period, starts from the date of the first insertion. Twelve-month periods do not overlap; in other words, space counted in one contract period to determine the rate for that period cannot be counted again toward determining the rate for the subsequent or past periods.
11. Space orders whenever possible should specify a definite schedule of insertions, issues and sizes of space.
12. The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising is sold at the time.
13. Contracts may be discontinued by either party on 30 days' written notice.
14. Cancellation of space order forfeits the right to position protection.
15. The publisher reserves the right to give better position than specified in the order, at no increase in rate.
16. The advertiser and advertising agency agree to indemnify, defend, and save harmless the publisher from any and all liability for content (including text, illustrations, representations, sketches, maps, trademarks, labels or other copyrighted matter) of advertisements printed, or the unauthorized use of any person's name or photograph arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order. The publisher reserves the right to reject, discontinue or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.
17. All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising which he/she feels is not in keeping with the publication's standards and policies. The publisher reserves the right to modify such standards and policies from time to time.
18. The advertisers' index is prepared under the regulations and policies of the publisher as an extra service to the advertiser over and above his space order. The publisher, therefore, does not assume liability for errors in the index notwithstanding all normal precautions.
19. The publisher's liability for any error will not exceed charge for the advertisement in question.
20. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
21. The publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner.
22. Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as clerical error and publication is made and charged for upon the terms of the schedule in force without further notice.
23. The publisher reserves the right to limit the size of space to be occupied by an advertisement.
24. When change of copy, covered by an uncanceled insertion order, is not received by closing date, copy run in previous issue will be inserted.
25. The publisher assumes no liability for errors or omissions in key numbers or the advertisers' index.
26. Advertisements offering prizes, or contests of any nature, are accepted provided prior approval has been obtained from the post office at place of publication entry.
27. Requests for specific position at R.O.P. rates are given consideration but no guarantee is made unless the position premium has been provided for in the contract.
28. Composition charges are still applicable for advertisements ordered, set and not used.
29. No conditions other than those set forth here shall be binding on the publisher unless specifically agreed to in writing by the publisher. The publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions stated here.

**COMMISSIONS** 15% of gross to recognized agencies on space, color and position if total amount is paid in full within 30 days from invoice date; otherwise, no agency commission will be allowed. No commission can be taken on production charges or binding charges. All orders accepted for space subject to credit requirements. No cash discount.

**TERMS** 15% commission to recognized agencies. Payment is due 30 days from date of invoice. A late charge of 1½% per month will be charged on unpaid amounts thereafter.