

PRINT SPECS & GUIDELINES

Your sales manager will provide any special project specs upon your insertion confirmation

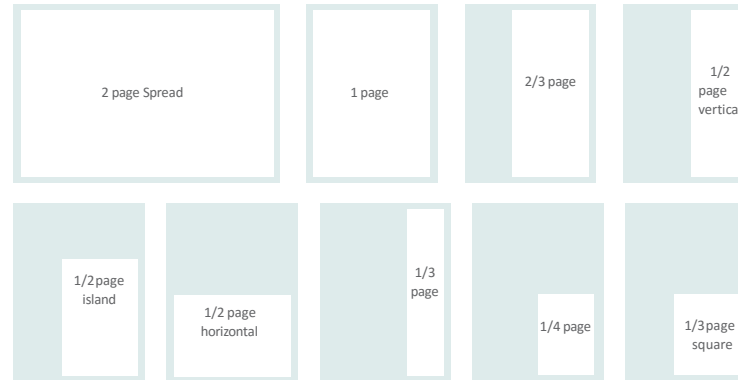
MATERIAL SUBMISSION:

Upload a hi-res PDF to [addesk.bobit.com](https://www.addesk.com/bobit) For upload instructions visit modernsalon.com/modern-salon-media-advertise.

ONLY ACCEPTABLE FILE FORMAT IS A HIGH RESOLUTION PDF SAVED USING THE "PDF/x-1a:2001" SETTING.

Only CMYK or Grayscale colors allowed. All images should be 300dpi as used in the file for the best print quality. All fonts must be embedded in the PDF. Ad size must exactly match a bleed or standard size given to the right. Do not add printer marks of any kind. Bleed ads must maintain a 1/2" safety margin inside the bleed dimension. Do not add bleed to a non-bleed ad. One SWOP color proof made from the actual file submitted is required for the printer to match colors as close as possible. If a SWOP proof is not supplied, the publisher reserves the right to have one made at the advertiser's expense. Bobit Business Media accepts no liability for advertisement reproduction on files that do not comply with our specifications and/or are not supplied with a SWOP color proof that has been approved by the client. A list of SWOP proofing systems is available at [swop.org](https://www.swop.org). Printing is done on a heat-set, web-fed offset press, all colors wet. The printer uses the "U.S. Web Coated (SWOP) v2" color profile.

PRODUCTION CHARGES: No charge for properly supplied digital files prepared in accordance with publisher's requirements. Advertiser will be charged for any work required to update advertiser's provided files to meet our requirements. Any corrections are billed to advertiser.



We will trim 1/8" from top, bottom, left and right sides.

Note: On bleed pages and inserts when preparing the material keep all live matter 1/2" within all four sides of bleed dimension to avoid possible loss in binding and trimming.

On spread advertisements, either run of book or inserts, have copy or images across the gutter, kept 3/16" from left and right of center line.

Publisher's Protection Clause:

[View on our website at modernsalon.com/modern-salon-media-advertise](https://modernsalon.com/modern-salon-media-advertise)



SEND MATERIALS TO: DIANA FITZGERALD

2150 E. Lake Cook Road, Suite #500, Buffalo Grove, IL 60089
847-634-7872 | diana.fitzgerald@bobit.com

MODERN SALON salon today

STANDARD AD SIZES	WIDTH	DEPTH
full page	7"	10"
2-pagespread	15"	10"
two-thirds page	4.5625"	10"
half page (vertical)	3.375"	10"
half page (horizontal)	7"	4.875"
half page (island)	4.5625"	7.375"
third page (square)	4.5625"	4.875"
third page (vertical)	2.1875"	10"
quarter page	3.375"	4.875"

BLEED ADSIZES	WIDTH	DEPTH
full page	8.125"	11"
2-pagespread	16"	11"
half page (horizontal)	8.125"	5.5"
half page (vertical)	4"	11"
third page (vertical)	2.75"	11"
Final Trim Size	7.875"	10.75"

Bleed Spread Measures: 16" x 11" • Spread Trim Size: 15.75" x 10.75"



STANDARD AD SIZES	WIDTH	DEPTH
full page	7"	10"
2-pagespread	15"	10"

BLEED ADSIZES	WIDTH	DEPTH
full page	8.125"	11"
2-pagespread	16"	11"