performances MAGAZINE

2017 SPECS + DEADLINES

SPECIFICATIONS
All critical matter must be kept within non-bleed dimensions and 1/4 from the gutter for spreads.

AD SIZE (WxH)		NON-BLEED	BLEED*	TRIM
	SPREAD	15.25" x 10"	16.5" x 11.125"	16.25" x 10.875"
	FULL PAGE	7" x 10"	8.375" x 11.125"	8.125" x 10.875"
	2/3 PAGE	4.625" x 9.875"	not available	not available
	1/2 ISLAND	4.625" x 7.375"	not available	not available
	1/3 VERTICAL	2.25" x 9.875"	not available	not available
	1/3 SQUARE	4.625" x 4.875"	not available	not available
	1/6 VERTICAL	2.25" x 4.875"	not available	not available
	1/6 HORIZONTAL	4.625" x 2.375"	not available	not available

DEADLINES
Space and materials due dates for 2017.

ISSUE	SPACE RESERVATION	MATERIAL DUE
JANUARY	NOV 18	NOV 28
FEBRUARY	DEC 19	JAN 3
MARCH	JAN 20	JAN 27
APRIL	FEB 21	FEB 27
MAY	MAR 21	MAR 28
JUNE	APR 21	APR 28
HOLLYWOOD BOWL	MAY 9	MAY 16
JULY	MAY 16	MAY 23
AUGUST	JUN 20	JUN 27
SEPTEMBER	JUL 18	JUL 25
OCTOBER	AUG 22	AUG 29
NOVEMBER	SEP 19	SEP 26
DECEMBER	OCT 19	OCT 26

NATIVE FILES
If any modifications need to be made, please provide native application files created in Adobe CS6 or below (InDesign, Photoshop or Illustrator) or QuarkXpress 8 or below.

Include all fonts, high-resolution images (300 dpi) and other support files.

Convert colors to CMYK (Pantone, RGB and spot colors are unacceptable.)

TIFF files should be supplied without any type of compression.

DIGITAL FILES
Digital files are preferred and must meet the following specs: PDF/X-1a format, bleed set to a minimum of .125 with crop marks, 300 dpi, CMYK and built to exact dimensions.

PROOFING
A hard copy proof or PDF must accompany all native files. For color sensitive files, please provide a matchproof.

CONTENT
No coupons, please.

DELIVERY OF FILES
Files can either be emailed, uploaded via FTP, or mailed on disk.

EMAIL
If the file is less than 10 MB, please email to:
ads@SoCalMedia.com.
Please indicate which issue and client the ad is for.

SHIP TO
PERFORMANCES Magazine
Attn: Production Department
3679 Motor Avenue, Suite 300
Los Angeles, CA 90034

FTP UPLOAD
Connecting to our FTP through a web browser is not possible. You must use a FTP program such as Fetch for Macintosh or WS_FTP LE for Windows. Please place your compressed files in the PERFORMANCES ADS folder.

Ad materials should be named accordingly:
Ad_Publication_Date.

Example:
Mercedes_PERFORMANCES LA_Dec/Year.

Please email:
ads@SoCalMedia.com to notify our production manager of upload.

FTP INFORMATION
HOST: ftpwhere.dyndns.org
USER ID: advertiser
PASSWORD: audience