



Inch Dimensions: 8.125" x 10.875" (206 x 276mm)

Pixel Dimensions: 1625 x 2175

Color: RGB

Resolution: 200 dpi

Ad Sizes	Width	Height
Full Page	8.125" 206mm 1625px	10.875" 276mm 2175px
Double Page Spread	16.25" 412mm 3250px	10.875" 276mm 2175px
2/3 Page Vertical	4.875" 124mm 975px	10" 254mm 2000px
1/2 Page Vertical	3.75" 95mm 750px	10" 254mm 2000px
1/2 Page Island	4.875" 124mm 975px	7.25" 184mm 1450px
1/2 Page Horizontal	8.125" 206mm 1625px	5.125" 130mm 1025px
1/2 Page Spread	16.25" 412mm 3250px	5.125" 130mm 1025px
1/3 Page Column	2.25" 57mm 450px	10" 254mm 2000px
1/3 Page Square	4.75" 121mm 950px	4.875" 124mm 975px
1/4 Page	3.5" 89mm 700px	4.875" 124mm 975px
1/6 Page	2.25" 57mm 450px	4.875" 124mm 975px

Video:

Format must be FLASH (FLV) / YouTube link accepted
480px wide
(widescreen or standard aspect ratio accepted)
380 kbits/sec max

Salon Plus is produced with a digital, PDF to FLASH Flip Page process. To ensure that your final ad output meets your specifications and that you do not incur production services fees, please adhere to the following guidelines:

Supported software:

Quark XPress 6.5 or lower, Adobe Illustrator 10.0 or lower, Adobe Photoshop 7.0

Supported file types:

PSD, AI, QXD, PDF with fonts embedded NOT rasterized

Images:

All linked image files must be included. All images must be converted to RGB, saved at 200 dpi and placed at 100% size. When applicable, images must be colored and/or rotated before being linked or embedded.

Fonts:

All fonts must be embedded. Rasterized fonts will display poorly.

Missing fonts will be substituted and production services billed according to the fee schedule below.

Color:

All colors must be RGB.

Proofs:

All ads must be accompanied by a flattened image final (JPEG) final proof. Proofs should be at 100% size.

If no proof is provided, we do not guarantee content

E-mail:

Attached file size should not exceed 30MB.

A TIFF/JPEG proof should be included as a content proof.

Compression:

E-mail attachments can be compressed as SIT or ZIP files.

All other files should be compressed only as necessary.

Supported media:

CD-ROM, e-mail attachment

All ad materials will be stored for one year.

CD-ROMs and Zip disks will be returned if requested.

Production Services Fee Schedule:

Production Rate \$50/hr. (\$50 minimum)

Shipping Address:

Salón Plus, Beauty & Health Publishing, Inc.
Attn: Production Manager
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303.516.9690 • fax 303.516.9119
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