

**DEADLINES:**

Submitted artwork is due the 5th of the previous publication month. Please consult with your Account Rep. regarding monthly deadlines.

**FILE FORMATS:**

All files must be compatible with Photoshop CS2, Illustrator CS2, InDesign CS2 or QuarkXPress 6.0, PDF files are also accepted. Files sent in earlier versions of the above software are accessible by the Monthly Mailer Art Department.

**CMYK ONLY** - No spots/PMS colors.

**FONTS & LINKS** - To avoid font and link problems we recommend conversion of all text to "outlines" or vector art. If the fonts are not "outlined" we require that ALL fonts be included with the artwork prior to submission to the Monthly Mailer Art Department.

**COLOR PROOFS:**

Advertisers submitting print-ready files must include a color proof. If a color proof is not provided, a Monthly Mailer representative will assume approval rights. Monthly Mailer does not guarantee that final product will exactly match the provided color proofs or any other printed or displayed version.

**ADVERTISING SPECIFICATIONS:**

Full Page Size: 5.375" wide x 8.375" high  
Full Page (live area) 4.88" wide x 7.63" high  
Half Page: 5.0625" wide x 3.75" high

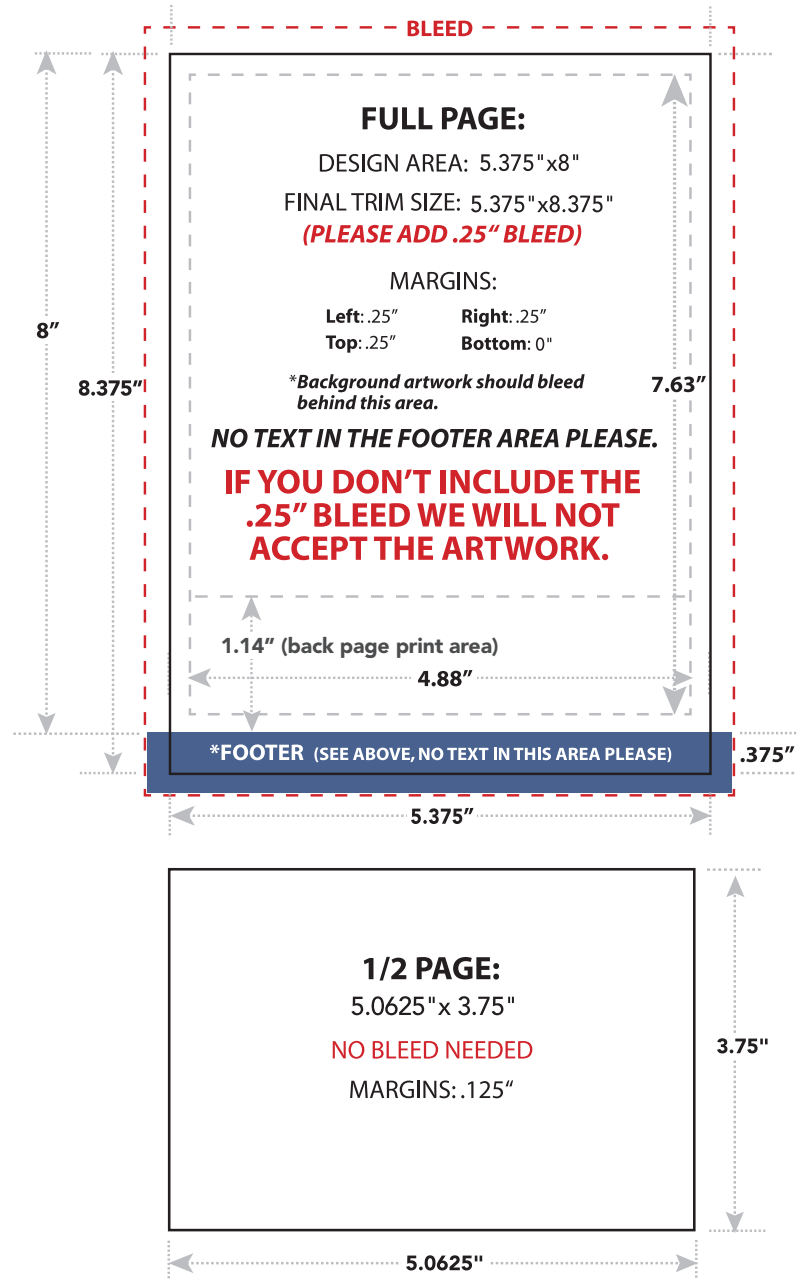
**BLEEDS:** Full page bleeds must have an additional .25" (see diagram) except on half page ads; **NO TEXT IN BLEED AREA PLEASE.**

**FOOTERS:** (applies to full page ads only) Full page ads have a .375" footer. Please bleed artwork .25 (see diagram); **NO TEXT IN BLEED AREA PLEASE.**

**IMPORTANT NOTE:** Monthly Mailer will not be held responsible if these specifications are not met at the time of ad submission.

**SENDING ARTWORK:**

Photos or Artwork must be at least 300 dpi to print clearly. Artwork should be supplied to the Monthly Mailer Art Department on a disk, emailed or if the files are too large to email then, load them up to our FTP site in a folder with your companies name (preferably zipped).



**DIAGRAMS ARE NOT SHOWN IN ACTUAL SIZE**

**1. Uploading files to our FTP site:**

<https://www.onlinefilefolder.com/>  
(this must be typed into a browser address bar)  
**Username:** monthlymailer

**Password:** upload  
Once you've logged into the Online File Folder all you must do is click on the "Add File" icon in the middle of the icon field. This is under the second green line. Now choose your file to upload and click the "Start Upload" button. That's it. If you are trying to load a folder you must first zip/compress the folder.

**2. Emailing your files:**

Files under 15 mb can be emailed to:  
**artwork@themonthlymailer.com**  
or  
**artwork@southbaymonthly.com**  
or  
**artwork@ocmonthly.com**

Please contact our Art Department at:  
**1.866.930.4ART** for more information.

**3. Mailing your files:**

Please create a cd with your artwork setup to our specifications and mail it to:

**The Monthly Mailer**  
**Att: Art Department**  
**73 16th Street**  
**Hermosa Beach, CA 90254**