

ADVERTISING DESIGN/PRODUCTION AD SIZE REQUIREMENTS

Revised 07/2008

BROADSHEET MODULAR SIZES

1 column width	1.64"
1 column x 1"	
1 column x 2"	
1 column x 3.5"	
1 column x 5.25"	
1 column x 7"	
1 column x 10.5"	
1 column x 14"	
1 column x 15.75"	
1 column x 21.5"	
2 column width	3.39"
2 columns x 2"	
2 column x 3.5"	
2 column x 4"	
2 column x 5.25"	
2 column x 7"	
2 column x 10.5"	
2 column x 14"	
2 column x 15.75"	
2 column x 18"	
2 column x 21.5"	
3 column width	5.14"
3 column x 3.5"	
3 column x 4"	
3 column x 5.25"	
3 column x 7"	
3 column x 10.5"	
3 column x 14"	
3 column x 15.75"	
3 column x 21.5"	
4 column width	6.88"
4 column x 4"	
4 column x 5.25"	
4 column x 7"	
4 column x 10.5"	
4 column x 14"	
4 column x 15.75"	
4 column x 21.5"	
5 column width	8.63"
5 column x 14"	
5 column x 15.75"	
5 column x 18"	
5 column x 21.5"	
6 column width	10.38"
6 column x 3.5"	
6 column x 5.25"	
6 column x 7"	
6 column x 10.5"	
6 column x 14"	
6 column x 15.75"	
6 column x 18"	
6 column x 21.5" (full page)	

BROADSHEET DOUBLE TRUCK

21.88 x 21.5"
Gutter between two full page broadsheets on a 46" plate: 1.12"

CLASSIFIED MODULAR SIZES

1 column width	1.09"
1 column x 2", 28 lines	
1 column x 3", 42 lines	
1 column x 4", 56 lines	
1 column x 5.25", 73.5 lines	
2 column width	2.22"
2 column x 2", 56 lines	
2 column x 3.5", 98 lines	
2 column x 4", 112 lines	
2 column x 5.25", 147 lines	
2 column x 7", 196 lines	
2 column x 10.5", 294 lines	
2 column x 21.5", 602 lines	
3 column width	3.38"
3 column x 3.5", 147 lines	
3 column x 4", 168 lines	
3 column x 5.25", 220.5 lines	
3 column x 15.75", 661.5 lines	
3 column x 21.5", 903 lines	
4 column width	4.53"
4 column x 4", 224 lines	
4 column x 6", 336 lines	
4 column x 10.5", 588 lines	
5 column width	5.69"
5 column x 5.25", 367.5 lines	
5 column x 10.5", 735 lines	
5 column x 14", 980 lines	
5 column x 21.5", 1505 lines	
6 column width	6.84"
6 column x 10.5", 882 lines	
7 column width	8"
7 column x 15", 1470 lines	
7 column x 15.75", 1543.5 lines	
7 column x 21.5", 2107 lines	
8 column width	9.13"
8 column x 10.5", 1176 lines	
8 column x 15.75", 1764 lines	
8 column x 21.5", 2408 lines	
9 column width	10.31"
9 column x 3.5", 490 lines	
9 column x 5.25", 735 lines	
9 column x 7", 980 lines	
9 column x 10.5", 1470 lines	
9 column x 15.75", 2205 lines	
9 column x 18", 2520 lines	
9 column x 21.5" Full Page Class., 3010 lines	

TABLOID MODULAR SIZES

Full Page	10.0" x 10.25"
Half Page Vertical	4.94" x 10.25"
Half Page Horizontal	10.0" x 5.125"
Quarter Page Vertical	2.44" x 10.25"
Quarter Page Horizontal	4.94" x 5.125"
Eighth Page Vertical	2.44" x 5.125"
Eighth Page Horizontal	4.94" x 2.5625"
Sixteenth Page Vertical	2.44" x 2.5625"
Thirty Second Page Vert.....	2.44" x 1.2813"
Double Truck Tab	21.5" x 10.25"
Tab Gutter	1.5"

TABLOID COLUMN WIDTHS:

1 Column	2.44"
2 Column	4.94"
3 Column	7.5"
4 column	10.0"

CREATIVE SERVICES

MECHANICAL REQUIREMENTS page 2

TABLOID CLASSIFIED SIZES

Tabloid - full page 9 column class:
112.75 lines per column
1014.75 for full 9 column page

Calculation was done with an image area of 10.25" in height.
removed 1/4" from standard 10.5" to compensate for folio, mini banner, etc.

- 1 column width1.09"**
- 1 column x 2", 28 lines
- 1 column x 3", 42 lines
- 1 column x 3.5", 49 lines
- 1 column x 4", 56 lines
- 1 column x 5.25", 73.5 lines
- 2 column width2.22"**
- 2 column x 2", 56 lines
- 2 column x 3.5", 98 lines
- 2 column x 4", 112 lines
- 2 column x 5.25", 147 lines
- 2 column x 5.75", 161 lines
- 2 column x 7", 196 lines
- 2 column x 8", 224 lines
- 2 column x 11.5", 322 lines
- 3 column width3.38"**
- 3 column x 3.5", 147 lines
- 3 column x 4", 168 lines
- 4 column width4.53"**
- 4 column x 4", 224 lines
- 4 column x 5.25", 294 lines
- 4 column x 5.75", 322 lines
- 4 column x 6", 336 lines
- 4 column x 7", 392 lines
- 4 column x 11.5", 196 lines
- 5 column width5.69"**
- 5 column x 5.25", 367.5 lines
- 6 column width6.84"**
- 6 column x 5.25", 441 lines
- 6 column x 5.75", 483 lines
- 6 column x 7", 588 lines
- 6 column x 8", 672 lines
- 6 column x 11.5", 966 lines
- 8 column width9.13"**
- 8 column x 3.5", 392 lines
- 8 column x 5.25", 588 lines
- 8 column x 5.75", 644 lines
- 8 column x 7", 784 lines
- 8 column x 8", 896 lines
- 8 column x 10", 1288 lines
- 9 column width10.31"**
- 9 column x 3.5", 490 lines
- 9 column x 5.25", 735 lines
- 9 column x 5.75", 805 lines
- 9 column x 7", 980
- 9 column x 8", 1120
- 9 column x 10", Full Page Class., 1400 lines
- Doubletruck21.5" x 10.25"

LARGE FLEXI - LVL!, Ahoy!, Hawaii Live!

- | Cover 120 LPI | Inside Pages 85 LPI |
|--------------------------------|----------------------------|
| Quarter page | 4.375" x 5.625" |
| Half page vertical | 4.375" x 11.5" |
| Half page horizontal | 9" x 5.625" |
| Full page (live) | 9" x 11.5" |
| Full page (trim) | 10" x 12.5" |
| Full page (bleed) | 11" x 13.5" |
| Double Truck (live) | 19" x 11.5" |
| Double Truck (trim) | 20" x 12.5" |
| Double Truck (bleed) | 21" x 13.5" |
| Insert (live) | 16" x 10" |
| Insert (trim) | 17" x 10-1/2" |
| Insert (bleed) | 18" x 11" |

STD. FLEXI - Community Sections

- | Gloss pgs. 133 LPI | Inside Pgs. 85 LPI |
|--------------------------------|---------------------------|
| Eighth page | 3.5" x 2.25" |
| Quarter page | 3.5" x 4.625" |
| Half page vertical | 3.5" x 9-1/2" |
| Half page horizontal | 7.25" x 4.625" |
| Full page (Live) | 7.25" x 9.5" |
| Full page (Trim) | 8.25" x 10.5" |
| Full page (Bleed) | 8.75" x 11" |
| Double truck (Live) | 15.5" x 9.5" |
| Double truck (Trim) | 16.5" x 10.5" |
| Double truck (Bleed) | 17" x 11" |

MINI FLEXI - Shop LA Habra

- | Gloss pgs. 133 LPI | Inside Pgs. 85 LPI |
|-----------------------------------|---------------------------|
| Eighth page horizontal | 5.5" x 1.125" |
| Eighth page vertical | 2.75" x 2.25" |
| Quarter page horizontal | 5.5" x 2.25" |
| Quarter page vertical | 2.75" x 4.5" |
| Half page | 5.5" x 4.5" |
| Full page (Live) | 5.5" x 9.5" |
| Full page (Trim) | 6.5" x 10.5" |
| Full page (Bleed) | 7" x 11" |

AUTO FOCUS

- | | |
|------------------------|-------------------|
| Cover ad | 7.3125" x 7.6875" |
| Full page | 7.4375" x 9.75" |
| Double truck | 15" x 9.75" |

FLY SHEET 4/4 PROCESS COLOR

23.75 x 21.5"

INSIDE SECTION FRONT (STRIP AD)

ROP Broadsheet 6 column x 3"

FRONT PAGE STRIP AD

Front Page (A-1 Register) . 6 column x 1.75"

FRONT PAGE COUPON

Front Page (A-1, Register) . 2.83" x 1.625"

FRONT SECTION COMMUNITY COUPON DESIGN SPECS AND GUIDELINES:

1. Size: 2.44" x 2"
2. All coupons are required to be designed with a black background and white coupon border.
3. Present coupon offer simply and clearly.
4. Restrict images and content to support one offer.
5. Ideally you should restrict font usage to Interstate. Size no smaller than 6 point.
6. Offer or price point needs to be as large as possible.
7. Ideally only b+w photos/imagery should be used.
8. Red and white color usage is preferred.
9. Logos maybe used in full color.
10. General layout should follow the look of samples provided.

NOTE: These ads are subject to editorial approval and those not in compliance may be killed.



CREATIVE SERVICES

MECHANICAL REQUIREMENTS page 3

OC SAVER THIS WEEK (WRAP)

Front/Back Cover (image) 9.25" x 8.5"
 Inside Page (image)9.25" x 8.5"
 Inside Double Truck19.5" x 8.5"
 Ear (image)4.5" x 2"
 4 color, 150 linescreen, non-bleed
 Coupons must be positioned on right side of ad.

OC SAVER THIS WEEK GLOSS INSERTS

OC SAVER THIS WEEK GLOSS
 INSERTS

OVERSIZE 10 (Full Sheet)

Trim Size - 10" x 12.5"
 Image Size - 9.5" x 12"

OVERSIZE Half Sheet

Trim - 6.25" x 10"
 Image Size - 5.75" x 9.5"

(Can be designed vertically or horizontally)

SUPERSIZE (Oversize Full Sheet)

Trim Size - 11.5" x 11.75" .
 Image Size - 11" x 11.25"

SUPERSIZE (Half Sheet)

Trim Size - 5.875" x 11.5" .
 Image Size - 5.375" x 11"
 4 color / 150 line screen

OC SAVER (COUPONS/BOOKLET)

Bleed8.5"w x 10.25"h
 Trim8" w x 9.75"h
 Live Image Non-Bleed.7.5"w x 8.875"h
 Live Image Bleed.7.5"w x 9.25"h
 Front Cover Ad7.5"w x 3"h
 Back Page Ad- Must Bleed 3 sides, top,
 right, left8.5" x 7.75"
 Half page.7.25" x 4.31"
 Quarter page3.5" x 4.31"

OC EXCLUSIVE

Front & back cover9.75" x 10.25"
 Full page9.75" x 11.75"
 Half page.9.75" x 5.75"

GLOSSY COVERED TAB (HOW-TO-GUIDE)

Live / Image:9.5" x 11.5"
 Trim:10" x 12.5"
 Bleed:11" x 13.5" *Gloss only

TUESDAY WRAP

Front or Back Cover Image .10" x 11.5"
 Inside Image Area11.5" x 20.25"

Fantastic Flyer Inserts/We Prints

Half Sheet (live) 8" x 5"
 Half Sheet (trim) 8.5" x 5.5"
 Full Sheet (live) 8" x 10.5"
 Full Sheet (trim) 8.5" x 11"
 Double Sheet. 11" x 17"

FANTASTIC FLYER WRAP/THURSDAYS

Front Cover 10.625" x 9.625"
 Inside Front 10.625" x 10.7656"
 Inside Back 10.625" x 10.7656"
 Back Cover 10.625" x 10.7656"
 (No bleeds, all pages)

HOME & STYLE

Front Cover 9.75" x 10.25"
 Full page ad. 9.75" x 11.75"
 Half page ad 9.75" x 5.75"
 Back Cover 9.75" x 10.25"
 (No bleeds, all pages)

FRONT PAGE ADVERTISING NOTES

Post It Note 3" x3"

WEB BANNERS, ETC. (P = PIXELS)

Skyscraper. 120p x 600p
 Skyscraper wide 160p x 600p
 Leaderboard 728p x 90p
 Rectangle 330p x 250p
 Tile. 120p x 90p
 Splash page (static) 984p x ?
 (800p is a good depth, however, can be made
 any depth. Just keep in mind that people
 generally do not like to scroll beneath the
 fold.)

VENDOR TAB ADS

Vendor Tabs (R 46 Mod Tab)
 Full Page 10" x 10.25"
 1/2-Page Horizontal 10" x 5.125"
 1/2-Page Vertical 4.94" x 10.25"
 1/4-Page Horizontal 4.94" x 5.125"
 1/4-Page Vertical 2.44" x 10.25"
 1/8-Page Horizontal 4.94" x 2.5625"
 1/8-Page Vertical 2.44" x 5.125"
 1/16-Page Vertical 2.44" x 2.5625"
 1/32-Page Vertical 2.44" x 1.2813"
 DT w/Gutter 21.5" x 10.25"

TV MAGAZINE(column widths)

1 column 1.5"
 2 columns 3.125"
 3 columns 4.75"
 4 columns 6.375"
 5 columns 8"
 Image Area 8" x 10.25"
 Trim page. 8.5" x 10.5"
 Bleed page 8.875" x 11.125"
 (Inside Back Page-No Bleeds)
 Double Truck Image Area . 16.5" x10"

TV Magazine - Modular Sizes

One TV Register column inch = 1.5 inches
 1/4 page 2c (3.125)x 5"
 1/2 page 4c (6.375") x 5"
 Full page 5c (8") x 10"

TV Mag Belly Band (100 LPI Maximum)

Bleed Overall Size: 14" w x 3.75" h
 Final Size: folded & trimmed to
 8.5" w x 3.5" h (front) x 5" w (back)

Non-Bleed:

Front (live) 7.75" w x 2.75" h
 Back (live) 4.25" w x 2.75" h

Full Bleed:

Bleed Image Area 14" w x 3.75" h
 Type/Image Area 13.5" w x 2.75" h
 Bleeds must be common color background top and
 bottom. No type within 3/8" of top, bottom or sides
 of bleeds.

Magazine sizes are on a separate
 page in the back of this document.

2008 ADVERTISING SPECS (STARTING JULY 08)

July Issue

The Restaurant Issue
Arts
Space - June 11
Camera-Ready Due - June 17
Pub Date - July 1

August Issue

The Green Issue
Health and Beauty
Resorts and Spas
Space - July 16
Camera-Ready Due - July 22
Pub Date - August 1

September Issue

Fall Fashion
Space - August 13
Camera-Ready Due - August 19
Pub Date - September 1

October Issue

Automobiles
Fractional Ownership/Desert
Space - September 10
Camera-Ready Due - September 16
Pub Date - October 1

November Issue

Holiday Decor and Design
Space - October 15
Camera-Ready Due - October 21
Pub Date - November 1

December Issue

The Gift Guide
Holiday Issue
Space - November 12
Camera-Ready Due - November 18
Pub Date - December 1

FTP INSTRUCTIONS

Please do not use your internet browser. Use Fetch, Transmit or equivalent. Address: ftp1.freedom.com; username: print1; password: test4print. Place in appropriate publication folder. File name must NOT have spaces or special characters! Please email Lee@Coastmagazine.com with the file name once you've successfully uploaded it.

FILE FORMATS

Native or PDF files are accepted. Include, embed or outline all fonts.

RESOLUTION

All images must be 300 dpi at 100% print size.

TOTAL INK DENSITY

Total ink density should not exceed 280%.

PRODUCTION CHARGES

Ad Design & layout:
FP: \$300 2/3 or 1/2: \$250 1/3 or less: \$200
Stock Images: \$50 each
custom photography:
\$75 per hour (2 hour minimum on location)
Revisions, Updates, and Photo Manipulation:
\$65 per hour
Camera-Ready files copied:
\$25 per ad/per instance copied to CD or emailed
(please allow 48 hours)

Please note: Due to tolerances in web printing, bindery and ink variances, the publisher does not guarantee the exact color match or exact trim position to matchprints, color keys or press proofs.

Any questions can be directed to Lee Offenbauer at 949-644-4700 x107. E-mail: Lee@Coastmagazine.com or artwork@fsmoc.com

AD SIZES

	WIDTH		HEIGHT
FULL PAGE			
Live area	8.00	x	9.875
Trim	9.00	x	10.875
Bleed	9.25	x	11.125

TWO-PAGE SPREAD

Live area	17.00	x	9.875
Trim	18.00	x	10.875
Bleed	18.25	x	11.125

NOTE: For native Quark or InDesign, create 2-page doc with bleeds, using FP trim parameters. For finished PDF, tif, jpg or eps files, provide one double-truck size doc using 2-page spread bleed parameters.

2/3 PAGE

5.053 x 9.438

1/2 PAGE HORIZONTAL

7.689 x 4.625

1/2 PAGE VERT (SHOWCASE)

3.75 x 9.438

1/3 PAGE SQUARE

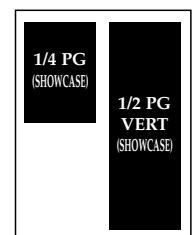
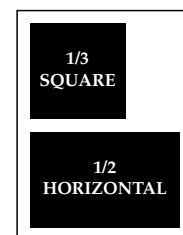
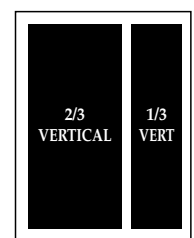
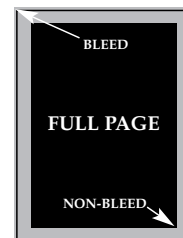
5.043 x 4.625

1/3 PAGE VERTICAL

2.396 x 9.438

1/4 PAGE

3.75 x 4.625



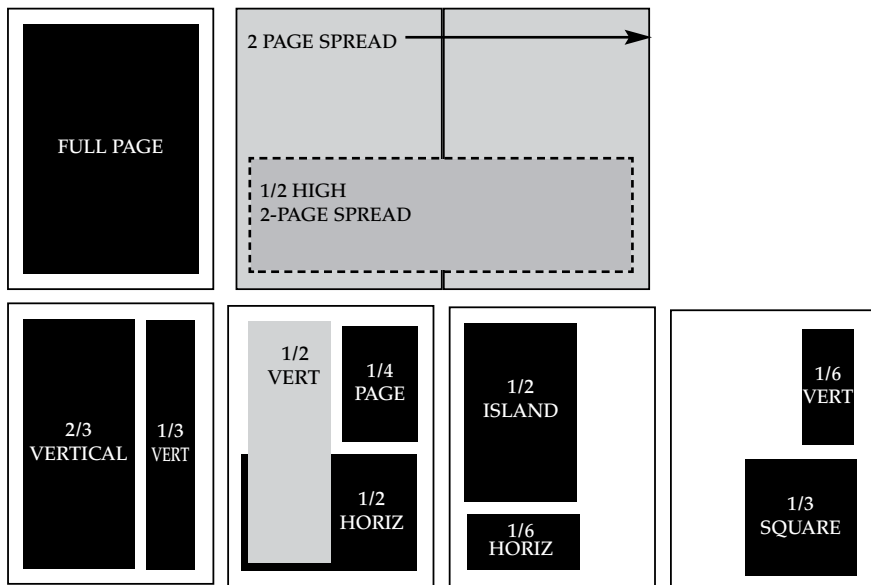
COAST

MAGAZINE

Destinations • Coast Kids

OCPAC • SCR • REVUE

Ad Sizes



2-Page Spread:

Non-Bleed: 16.25" x 9.875"
 Trim: 16.75" x 10.875"
 Bleed: 17" x 11.125"

1/2 High 2-Page Spread

Non-Bleed: 16.25" x 4.875"
 Trim: 16.75" x 5.375"
 Bleed: 17" x 5.5" (bottom/sides only)

Full Page:

Non-Bleed: 7.625" x 9.875"
 Trim: 8.375" x 10.875"
 Bleed: 8.625" x 11.125"

1/2 Island: 4.813" x 7.25"

1/2 Horizontal: 7.625" x 4.812"

1/2 Vertical: 3.687" x 9.875"

1/4 Page: 3.687" x 4.812"

2/3 Page: 4.813" x 9.875"

1/3 Square: 4.813" x 4.813"

1/3 Vertical: 2.375" x 9.875"

1/6 Horizontal: 4.813" x 2.25"

1/6 Vertical: 2.25" x 4.813"

Specifications

Please send all ad materials directly to your Sales Rep. Thank you!

FTP Instructions

ftp1.freedom.com – username: print1 – password: test4print – place in appropriate publication folder. File name must NOT have spaces or special characters! Please email your sales rep with the file name you've successfully uploaded.

File Formats

Native or PDF files are accepted. Include, embed or outline all fonts.

Resolution

All images must be 300 dpi at 100% print size.

Total Ink Density

Total ink density should not exceed 280%.

Production Charges

AD DESIGN & LAYOUT:

FP: \$300 2/3 or 1/2: \$250 1/3 or less: \$200

STOCK IMAGES: \$50 each

CUSTOM PHOTOGRAPHY:

\$75 per hour (2 hour minimum on location)

REVISES, UPDATES & PHOTO MANIPULATION:

\$65 per hour

CAMERA-READY FILES COPIED:

\$25 per ad/per instance copied to CD or emailed (please allow 48 hours)

PLEASE NOTE: Due to tolerances in web printing, bindery and ink variances, the publisher does not guarantee the exact color match or exact trim position to matchprints, color keys or press proofs.

Publication Dates

2008 SPRING ISSUE

Art Materials to Build/
 Space Deadline: **February 6**
 Camera-Ready: **February 20**
 Publication date: **March 8**

2008 SUMMER ISSUE

Art Materials to Build/
 Space Deadline: **May 7**
 Camera-Ready: **May 21**
 Publication date: **June 7**

2008 FALL ISSUE

Art Materials to Build/
 Space Deadline: **August 6**
 Camera-Ready: **August 20**
 Publication date: **September 6**

2008 WINTER ISSUE

Art Materials to Build/
 Space Deadline: **October 29**
 Camera-Ready: **November 12**
 Publication date: **December 6**