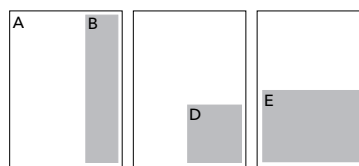


Display Ad Specifications 2010



DISPLAY AD SIZES

Unit	LIVE	TRIM	BLEED
A Full page*	7-7/8"w x 10-5/16"h	8-3/8"w x 10-13/16"h	8-5/8"w x 11-1/16"h
B 1/3 pg Vertical	2"w x 10-5/16"h	2-1/2"w x 10-13/16"h	2-3/4"w x 11-1/16"h
C 1/3 pg Vertical non-bleed**	2-1/4"w x 10-5/16"h	2-1/4"w x 10-5/16"h	does not bleed
D 1/3 pg Square**	4-7/16"w x 5 1/16"h	4-7/16"w x 5-1/16"h	does not bleed
E 1/2 pg Horizontal**	7-9/16"w x 4-15/16"h	7-9/16"w x 4-15/16"h	does not bleed
F 1/2 pg Horizontal spread***	7-9/16"w x 4-15/16"h	8-3/8"w x 5-3/8"h	8-5/8"w x 5-1/2"h

Size requirements in decimals and/or metrics are available upon request. Perfect alignment of type or image across two pages cannot be guaranteed.

* Two-page spread materials MUST BE SUPPLIED AS SINGLE PAGES, as per the full page size requirements above.

** If boundaries of the ad are not defined by artwork or a rule, Publisher may add .30 rule around fractional ad.

*** 1/2 pg Horizontal spreads are the only fractional unit with bleed allowance, and must be supplied as single pages.

TECHNICAL INFORMATION

Magazine Trim Size:
8 3/8"w x 10 13/16"h

Image Resolution: 300dpi

Line Screen: 150lpi

Colors: 4/C Process [CMYK];
a 5th color is available on the
inside front cover and inside
back cover only.

Paper Stock:
50# Recycled Matte (text);
65# Recycled Matte (cover)

Printing Method:
CTP, web offset, SWOP standards.

Maximum Ink Density:
280% recommended.
Not to exceed SWOP 300% TAC

Dot gain: A minimum 3% highlight
dot is required on all images
intended to print; Quarter tone
(25%) 14-16% average dot gain;
Mid tone (50%) 20- 22% average
dot gain; Shadows (75%)
14-16% average dot gain.

Binding Method: perfect bound,
jogs to foot.

MECHANICAL SPECIFICATIONS

Acceptable File Formats
CMYK PDF/X1-A 2001 or 2003
(Compatibility: Acrobat 4,
PDF 1.3)

PDF/X-1A is the only acceptable
file format for all ad units—
full page and fractional units.

PDF files must be CMYK
composite, professionally created
as PDF/X1-A, with high
resolution images and all fonts
embedded. Specifications and
settings for PDF output can be
down-loaded at Dwell's FTP site:

Host: [ftp.dwell.com](ftp:dwell.com)
Folder: specs

Proof Requirements

Digital Color Proofs calibrated to
SWOP specifications and output
from the final digital file at 100%.

All proofs MUST be SWOP-certified
with appropriate color bars.
These color bars are imperative
for quality control and must show
a 5%, 25%, 50%, 75%, 100%
C,M,Y,K color patch strip to verify
content and integrity of ad files.

File Preparation
Right reading, portrait mode,
100% size, no rotations. Do not
use RGB, JPEG, or nested EPS
files. Do not apply trapping
to files.

All files (and proofs) must include
crop marks to Dwell's trim and
bleed dimensions, with center
marks.

For positioning purposes, crop
marks must be indicated correctly
on all files and proofs. Otherwise,
ads will be centered at Dwell's
discretion.

Optimum type legibility requires
type to be no smaller than 6 point.
Black text must consist of 100%
black. Rich black type is not
recommended, and if used,
a minimum of 28 point type is
required. For reverse lettering
and fine or small type, use only
one color.

The trim and crop marks must be
placed exactly 1/4" (12 pt. offset)
outside the bleed area.

Dwell strongly discourages the
use of multi-color or knocked-out
type. However, if used, a minimum
of 12 point type is required.

Pre-Press Service Provider:

Dwell does not provide design,
pre-press or proofing services
in-house, nor do we correct or
manipulate ad files. However,
we can recommend a vendor
for you.

Ad Materials Delivery

Naming convention on digital files should include advertiser name and the Dwell issue month and year.

Files are NOT accepted via e-mail, they can be sent via CD-ROM or posted to Dwell's FTP site as follows.

Compress your file, using either Stuffit for Mac or Drop Zip for a PC. Using Cyberduck, Fetch or another FTP program, access Dwell's FTP site and input the following:

Host: <ftp.dwell.com>
Folder: **Incoming**

Once your ad has been uploaded, please alert Tammy Vinson, Production Coordinator, via e-mail, to its availability. If files are sent electronically, a contract proof must follow by the next business day.

Proof Shipping Instructions

Please include the following information in your shipment: issue date, advertiser name, agency name, and a production contact, including their phone number and e-mail address.

Proofs should be shipped flat with protective cardboard packaging. Do not fold or roll proofs, as they may become damaged in transit.

All Full and Fractional ad page materials should be addressed to:

Dwell Magazine
40 Gold Street
San Francisco, CA 94133
Attn: Tammy Vinson

For further production information, please contact:

Tammy Vinson
Production Coordinator
tammy@dwell.com
(415) 373-5157

Inserts

All questions regarding insert pricing, specifications and due dates should be directed to:

Jodie Wennberg
Manufacturing Manager
jodie@dwell.com
(415) 373-5159

Reproduction Liability

Dwell insists advertisers adhere to our specifications for both file and proof preparation. If ad materials supplied are consistent with Dwell's SWOP-compliant specifications, Dwell can very closely match the color of the advertiser's supplied proof on press.

An exact color match between proof and printed page cannot be guaranteed. As both are prepared on different substrata and by different processes, the resulting reproductions will show variance. However, a proof supplied to SWOP standards will greatly minimize this variance.

Dwell cannot assume responsibility for client satisfaction if the materials supplied do not comply with our specifications.

Proofs must be made from the supplied file and be correct for color, content and crop. (See File Preparation for crop requirements)

Advertiser assumes all liability with respect to the integrity and compatibility of supplied digital files and color proofs. Dwell's production schedule does not allow adequate time to alert advertisers to the non-compliance of their materials.

Disposition of Materials

Advertising materials will be retained for six months from date of receipt and will not be returned.

FRACTIONAL/MODERN MARKET				FULL PAGE			
ISSUE DATE	CLOSING DATE	MATERIALS DEADLINE	ON SALE	ISSUE DATE	CLOSING DATE	MATERIALS DEADLINE	ON SALE
Dec/Jan 10	Sep 16	Sep 23	Nov 24, 09	Dec/Jan 10	Sep 30	Oct 7	Nov 24, 09
Feb 10	Oct 26	Nov 2	Jan 5, 10	Feb 10	Nov 9	Nov 23	Jan 5, 10
Mar 10	Nov 16	Nov 23	Feb 9, 10	Mar 10	Dec 2	Dec 16	Feb 9, 10
Apr 10	Jan 4	Jan 11	Mar 16, 10	Apr 10	Jan 19	Feb 2	Mar 16, 10
May 10	Feb 9	Feb 17	Apr 20, 10	May 10	Feb 24	Mar 10	Apr 20, 10
Jun 10	Mar 17	Mar 24	May 25, 10	Jun 10	Mar 31	Apr 14	May 25, 10
Jul/Aug 10	Apr 20	Apr 27	Jun 29, 10	Jul/Aug 10	May 4	May 18	Jun 29, 10
Sep 10	May 24	Jun 1	Aug 3, 10	Sep 10	Jun 8	Jun 22	Aug 3, 10
Oct 10	Jul 7	Jul 14	Sept 14, 10	Oct 10	Jul 21	Aug 4	Sept 14, 10
Nov 10	Aug 10	Aug 17	Oct 19, 10	Nov 10	Aug 24	Sep 8	Oct 19, 10
Dec/Jan 11	Sep 15	Sep 22	Nov 23, 10	Dec/Jan 11	Sep 29	Oct 13	Nov 23, 10