

# Modern Market Ad Specifications 2010

## MODERN MARKET ADS

### Closing Schedule

Issue	Close Date	Materials Deadline	On Sale Date
Dec/Jan 2010	Sep 16, 2009	Sep 23, 2009	Nov 24, 2009
Feb 2010	Oct 26, 2009	Nov 2, 2009	Jan 5, 2010
Mar 2010	Nov 16, 2009	Nov 23, 2009	Feb 9, 2010
Apr 2010	Jan 4, 2010	Jan 11, 2010	Mar 16, 2010
May 2010	Feb 9, 2010	Feb 17, 2010	Apr 20, 2010
Jun 2010	Mar 17, 2010	Mar 24, 2010	May 25, 2010
Jul/Aug 2010	Apr 20, 2010	Apr 27, 2010	Jun 29, 2010
Sep 2010	May 24, 2010	Jun 1, 2010	Aug 3, 2010
Oct 2010	Jul 7, 2010	Jul 14, 2010	Sep 14, 2010
Nov 2010	Aug 10, 2010	Aug 17, 2010	Oct 19, 2010
Dec/Jan 2011	Sep 15, 2010	Sep 22, 2010	Nov 23, 2010

## MODERN MARKET AD SIZES

Unit Size	Image Size	Text	Dwell Modern Market is a formatted advertising section featuring select products and services. The eye-catching section uses Dwell design, fonts, and color palette, along with consistent image sizes and standardized typesetting.
1/8 pg Vertical	1 11/16" w x 1 7/8" h	50 words	
1/4 pg Vertical	3 9/16" w x 1 7/8" h	100 words	

Size requirements in decimals and/or metrics are available upon request.

## CONTENT & IMAGE SPECIFICATIONS

The advertiser supplies both the image and the ad copy. Dwell designs the Modern Market ad, randomly chooses page positions, and makes copy corrections deemed necessary by our design and editorial guidelines.

### Copy Requirements

- > The word counts noted above include your headline, descriptive body copy, and contact information.
- > If your copy exceeds the maximum word count, Dwell's Editorial Department will cut and edit your copy at their own discretion.
- > One line of space between the headline and the body copy and between the body copy and the contact information.
- > Contact information in bold
- > Optional subhead in italic
- > Optional photo caption

### Image Specifications

Advertiser supplied images must be calibrated to SWOP (Specifications for Web Offset Publications) standards for consistent press reproduction within the Modern Market section.

- > Resolution: 300 dpi (dots per inch)
- > Color Mode: CMYK (not RGB)
- > File Format: Tiff
- > Please note that Dwell does not retouch, silhouette, or otherwise manipulate supplied images.

### Material Submission

Dwell will confirm receipt via email upon receipt of materials.

### Copy:

Please email your copy to [ModernMarket@dwell.com](mailto:ModernMarket@dwell.com) in the body of the email or in a Word or Text document. Once we have processed the copy, we will advise if the copy is over the word limit of 50 words.

### Images:

Email images to [ModernMarket@dwell.com](mailto:ModernMarket@dwell.com) if the file is less than 5MB. If the file is larger than 5MB, post the compressed image to Dwell's FTP site:  
**Host:** [ftp.dwell.com](ftp://ftp.dwell.com)  
**Folder:** Incoming  
 [no username or password required]

### Logos

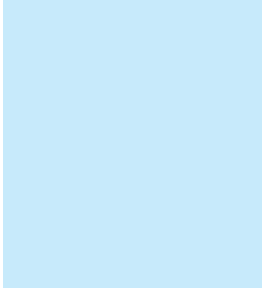
The clean layout and formatted structure of Dwell Modern Market does not allow for logos to be used in place of copy or in addition to an image. If an advertiser desires to display their logo they can use one logo in place of the image or include the logo within the one image allowed.

### Client Confirmations and Approvals

A PDF of your ad will be sent to you via e-mail for your approval. If we do not hear back from you within two days of receipt of this PDF, we will assume the ad is correct and it will run as is.

## AD SAMPLES

1/8 pg Vertical  
IMAGE: 1 11/16" w x 1 7/8" h  
WORDS: 50



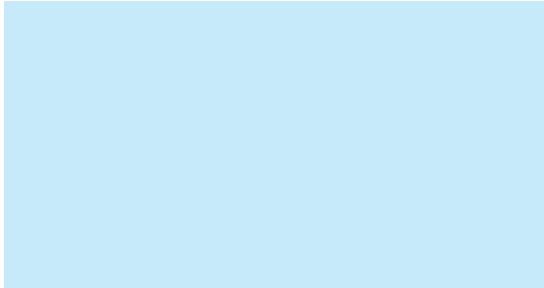
**Dwell**  
*At Home in the Modern World*

Your descriptive advertisement copy will go here. Fifty words total, including headline and contact information.

*Shown: Sample image size.*

**40 Gold Street  
San Francisco, CA 94133  
dwell.com**

1/4 pg Vertical  
IMAGE: 3 9/16" w x 1 7/8" h  
WORDS: 100



**Dwell**  
*At Home in the Modern World*

Your descriptive ad copy will go here. One hundred words total, including the headline and contact information. Please note the optional subhead and shown caption are also included in the word count.

Also note required line breaks; one line of space between the headline and the body copy and between the body copy and the contact information. Additional line breaks are also before and after the shown caption.

If your copy exceeds the maximum word count, Dwell's Editorial Department will cut and edit your copy at its own discretion.

**Dwell  
Tel. 415-350-5157  
modernmarket@dwell.com  
dwell.com**

## Additional Information

Questions concerning Modern Market ad specifications should be directed to:

Tammy Vinson, Production Coordinator  
40 Gold Street  
San Francisco, CA 94133  
Tel. (415) 373-5157  
Fax (415) 373-5180  
ModernMarket@dwell.com

**Effective May 24, 2010,  
our address is:**  
550 Kearny Street  
Suite 710  
San Francisco, CA 94104

## CONTACT INFORMATION

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