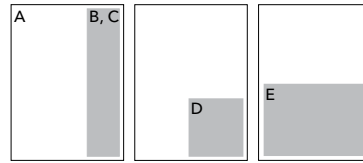


Dwell Print

2012 Display Ad Specifications



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 w/ bleed	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**	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, Dwell may add .30 rule around fractional ad.

*** 1/2 pg Horizontal spreads 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: 175lpi

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

Paper Stock:
45# Matte (text);
65# Matte (cover)

Printing Method:
CTP, web offset, SWOP
standards

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

PRODUCTION RESOURCES

Refer to Dwell file preparation and
submission tools/guidelines at:
dwell.com/printads

Including the following:
Dwell Ad Portal User Guide
Print Production FAQs
InDesign PDFx1a Print Preset
How to Export a PDF from InDesign
Ink Density Tip Sheet

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 full page and
display fractional ads.

PDF files must be professionally
created as PDF/X1-A, CMYK
composite, with high resolution
images, and all fonts embedded.

File Submission

All full and fractional ads should
be submitted via our ad portal:
dwell.sendmyad.com

The portal allows you to upload
and preflight your materials.
Ad materials will be archived
for 6 months in the portal.

You must set-up a free account
to submit your ad. This regis-
tration process takes about 1
minute. There is no additional
software to download or install.

File Preparation

All files (and proofs) must include
accurate trim, bleed, and center
registration marks.

The trim and crop marks must
be offset exactly 1/4" outside
of the bleed. Files submitted
with crop marks or non-printing
items within the bleed area will
not be accepted.

Files must be right reading,
portrait mode, 100% size, no
rotations. Do not use RGB,
JPEG, or nested EPS files. Do
not apply trapping to files.

Optimum type legibility requires
type to be no smaller than 6
point. Black text must consist
of 100% black.

Dwell strongly discourages the
use of knocked-out or multi-color
type. However, if used, a minimum
of 12 point type is required. Rich
black type is not recommended.

Proof Requirements

Color proofs calibrated to SWOP
specifications for grade 3 sub-
strate, and output at 100%.

Dwell strongly recommends the
inclusion of the IDEAlliance Digital
Control Strip or the SWOP Digital
Proofing Bar on all proofs.

Proofs must be made from the
FINAL supplied file and be correct
for color, content, and crop.

Proof Shipping Instructions

Please include the following infor-
mation 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 packaging.

All full and fractional proofs
should be addressed to:

Dwell Magazine
550 Kearny Street
Suite 710
San Francisco, CA 94108
Attn: Tammy Vinson

For additional ad production
information, please visit:
dwell.com/printads

Or contact:

Tammy Vinson
Coordinator,
Prod / Manufacturing
tammy@dwell.com
415-373-5157

Dwell Print

2012 Display Ad Specifications, Cont.

Dot Gain

A minimum 3% high-light 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.

Blinding Method

Perfect bound, jogs to foot.

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 substrate 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 strictly comply with our specifications.

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

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.

Disposition of Materials

The ad portal will archive your materials for up to one year, in which you can use the portal to pick up a previously ran ad. Proofs and other ad materials will be retained for six months from the date of receipt and will not be returned.

Inserts

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

Fran Fox
Senior Director,
Prod / Manufacturing
fran@dwell.com
Tel. 415-373-5155

FRACTIONAL/MODERN MARKET				FULL PAGE			
ISSUE DATE	CLOSING DATE	MATERIALS DEADLINE	ON SALE*	ISSUE DATE	CLOSING DATE	MATERIALS DEADLINE	ON SALE*
Dec 11/Jan 12	Sep 14	Sep 21	Nov 22, 11	Dec 11/Jan 12	Sep 28	Oct 12	Nov 22, 11
Feb 12	Oct 24	Oct 31	Jan 3, 12	Feb 12	Nov 7	Nov 21	Jan 3, 12
Mar 12	Nov 17	Nov 28	Feb 7, 12	Mar 12	Dec 5	Dec 19	Feb 7, 12
Apr 12	Jan 3	Jan 10	Mar 13, 12	Apr 12	Jan 18	Feb 1	Mar 13, 12
SIP 1	N/A	N/A	Apr 3, 12	SIP 1	Feb 7	Feb 22	Apr 3, 12
May 12	Feb 14	Feb 22	Apr 24, 12	May 12	Feb 29	Mar 14	Apr 24, 12
DOD Preview	Mar 14	Mar 21	May 29, 12	DOD Preview	Mar 28	Apr 11	May 29, 12
Jun 12	Mar 21	Mar 28	May 29, 12	Jun 12	Apr 4	Apr 18	May 29, 12
Jul/Aug 12	Apr 24	May 1	Jul 3, 12	Jul/Aug 12	May 8	May 22	Jul 3, 12
Sep 12	May 17	May 24	Aug 7, 12	Sep 12	Jun 1	Jun 15	Aug 7, 12
Oct 12	Jul 2	Jul 11	Sep 11, 12	Oct 12	Jul 18	Aug 1	Sep 11, 12
Nov 12	Aug 7	Aug 14	Oct 16, 12	Nov 12	Aug 21	Sep 5	Oct 16, 12
SIP 2	N/A	N/A	Nov 6, 12	SIP 2	Sep 12	Sep 26	Nov 6, 12
Dec 12/Jan 13	Sep 19	Sep 26	Nov 27, 12	Dec 12/Jan 13	Oct 3	Oct 17	Nov 27, 12