

PRIVATE Clubs

A C C E S S T H E L U X E L I F E

General Specifications

DIMENSIONS

All dimensions are width x height, in inches.

Publication Trim Size 9 x 10.875

*Keep live matter .25 from trim on all four sides.

Two-Page Spread

Bleed Size (before trim) 18.25 x 11.125

Trimmed Size (trim outsides, top, bottom) 18 x 10.875

Non-Bleed Size. 17 x 9.875

*Spread type across gutter by .25 on each side.

One Full Page

Bleed Size (before trim) 9.25 x 11.125

Trimmed Size (trim all four sides) 9 x 10.875

Non-Bleed Size. 8 x 9.875

1/2 Page Horizontal Spread

Bleed Size (before trim) 18.25 x 5.625

Trimmed Size (trim outsides, bottom). 18 x 5.5

Non-Bleed Size. 17 x 5.125

2/3 Page (2 columns)

Bleed Size (before trim) 5.75 x 11.125

Trimmed Size (trim right, top, bottom) 5.625 x 10.875

Non-Bleed Size. 4.875 x 9.625

1/2 Page Vertical

Bleed Size (before trim) 5.75 x 7.875

Trimmed Size (trim right, bottom). 5.625 x 7.75

Non-Bleed Size. 4.875 x 7.125

1/2 Page Horizontal

Bleed Size (before trim) 9.125 x 5.625

Trimmed Size (trim right, bottom). 9 x 5.5

Non-Bleed Size. 7.875 x 5.125

1/3 Page Vertical (1 column)

Bleed Size (before trim) 2.75 x 11.125

Trimmed Size (trim right, top, bottom) 2.625 x 10.875

Non-Bleed Size. 2 x 9.625

1/3 Page Square

Non-Bleed Size. 4.875 x 4.875

1/6 Page Vertical

Non-Bleed Size. 2 x 4.875

GENERAL PRODUCTION INFORMATION

Four-color process, heat-set web offset.

Perfect binding (jog to head).

SWOP specifications (see www.swop.org).

Paper: 60 lb. (25 x 38 basis weight), Opus Satin Text (No. 2 Grade, 92 brightness, 93 opacity, 40 gloss)

Cover: 80 lb. (20 x 26 basis weight), Opus Dull Cover (No. 2 Grade, 92 brightness, 98 opacity, 43 gloss)

DIGITAL SPECIFICATIONS

Prefer PDF/X1a files, but will accept other formats with prior arrangement.

PROOFS

Contract proof is recommended. Only SWOP certified proofs are acceptable for matching color on press.

DELIVERY OF MATERIALS

Prefer proof and CD/DVD sent to: Eric Kolb at Private Clubs, 3030 LBJ Freeway, 5th Floor, Dallas, TX 75234.

Files less than 10MB in size may be sent via e-mail to eric.kolb@clubcorp.com.

Files also may be compressed and uploaded to the following FTP site:

- Host: ftp.clubcorp.com
- User ID: magazine
- Password: ad=sales123
- Directory: Private Clubs Magazine

After upload, please call or e-mail to confirm file name.

ADDITIONAL INFORMATION

Not responsible for reproduction if material is received after published closing date.

Ads scaled to other publications will be centered in space nearest to size and proportion.

Materials will be stored for 12 months, then destroyed.

Color: Four-color process printed wet at high speed. Spot colors may be available for an additional charge.

Density: For four-color ads, the sum of percentage of tone value should not exceed 300%, with no more than one color printing solid. Tone density greater than 85% may fill in on press.

For More Information: Contact Eric Kolb, Production Director, at eric.kolb@clubcorp.com or 972.888.7581.