

Production Information

PRINTING

Web offset. SWOP standards apply.

BINDING

Saddle stitch.

PDF-Preferred Format

- PDFs must be CMYK, 300 dpi with fonts embedded and print optimized. PDFs sent in any format other than stated are NOT ACCEPTABLE and will need to be resubmitted in the correct format and will be subject to late charge.

ACCEPTABLE PROGRAMS

Macintosh-based programs only: Adobe InDesign, Photoshop, Illustrator.

FTP GUIDELINES

On Macintosh Fetch and Transmit clients, Passive mode for FTP is the default, so there shouldn't be any need to modify anything within these applications for them to work.

Customer Login Procedure:

- Compress all files into a single archive in **Stuffit** (.sit) or **ZIP** (.zip) format.
- Remove all spaces in the name of the compressed archive.
- Name your file with your advertiser/company name (e.g., opi.eps).
- Provide your Creative Age production coordinator with name of the archive file.

If using an FTP program such as **FETCH** or **WS_FTP** to connect, enter the following information in the appropriate fields of the login window: **Please contact your production coordinator for Login information**

Upload and Download Folders:

Upload to appropriate magazine folder (*Beauty Store Business, Nailpro, Launchpad* or *DAYSPA*). Contact your production coordinator when the files are done uploading. Also, must provide a pdf proof for content.

DISKS

Multi-platform CD or Zip disk must be submitted with the following:

- Completed Disk Output Request Form (enclosed)

- Color proof or laser with instructions & color percentages
- Printout of all items on disk
- Disk must include all images, TIFFs, fonts, EPS files & InDesign documents.

PROOFS

- All ad submissions must be accompanied by a proof.
- For four-color ads, provide color Fuji print, Rainbow or equivalent according to SWOP standards, processed on publication-grade stock.
- Color rotation is black, cyan, magenta, yellow.
- A color proof will be made and charged to you if proof provided is not suitable for matching on press.
- **Creative Age does not assume any responsibility for color reproduction on any advertising submitted without a color proof.**

INSERTS

- Standard, multi-fold and die-cut inserts accepted.
- Contact production director for specifications at least three weeks prior to space closing date in order to determine exact production requirements and costs.
- Inserts must meet all applicable postal requirements.

APPLICABLE PRODUCTION CHARGES

- \$40/hour with \$40 minimum charge.
- Computer design, production or typesetting.
- Resizing of ad to meet required specifications.
- Copy additions or deletions.
- Late charges of \$130.00 will be applied for materials received past copy due date.

MAILING INSTRUCTIONS:

**Beauty Store Business
Production Department
Attn: Claudia Marquez
Creative Age Publications, Inc.
7628 Densmore Ave.
Van Nuys, CA 91406-2042**

Beauty Store
BUSINESS

A Creative Age Publication

7628 Densmore Ave., Van Nuys, CA 91406-2042
818/782-7328 • 800/442-5667 • fax 818/782-7450

beautystorebusiness.com