







PRINT SPECS + DEADLINES

PRINT SPECIFICATIONS

All critical matter must be kept within non-bleed dimensions and 1/4 from the gutter for spreads.

AD SIZE (WXH)		NON-BLEED	BLEED*	TRIM
	SPREAD	13.25" x 9.5"	14" x 10.25"	13.75" x 10"
	FULL PAGE	5.875" x 9.5"	7.125" x 10.25"	6.875" x 10"
	3/4 PAGE	4.1875" X 8.5625"	not applicable	not applicable
	1/2 HORIZONTAL	5.875" X 4.1875"	not applicable	not applicable
	1/2 VERTICAL	2.75" x 8.5625"	not applicable	not applicable
	SQUARE	4.1875" x 4.1875"	not applicable	not applicable
	1/4 VERTICAL	2.75" x 4.1875"	not applicable	not applicable

LOS ANGELES DEADLINES

ISSUE	SPACE RESERVATION	MATERIAL DUE
NOVEMBER	SEPTEMBER 23	SEPTEMBER 30
DECEMBER	OCTOBER 21	OCTOBER 28
JANUARY 2023	NOVEMBER 18	NOVEMBER 28
FEBRUARY	DECEMBER 16	DECEMBER 21
MARCH	JANUARY 20	JANUARY 27
APRIL	FEBRUARY 17	FEBRUARY 24
MAY	MARCH 17	MARCH 24
JUNE	APRIL 21	APRIL 28
JULY	MAY 19	MAY 26
AUGUST	JUNE 23	JUNE 30
SEPTEMBER	JULY 21	JULY 28
OCTOBER	AUGUST 18	AUGUST 25
NOVEMBER	SEPTEMBER 22	SEPTEMBER 29
DECEMBER	OCTOBER 20	OCTOBER 27

NATIVE FILES

If any modifications need to be made, please provide native application files created in Adobe CC or below (InDesign, Photoshop or Illustrator). Include all fonts, high-resolution images (300 dpi) and other support files. Convert colors to CMYK (Pantone, RGB and spot colors are unacceptable.) TIFF files should be supplied without any type of compression.

DIGITAL FILES

Digital files are preferred and must meet the following specs: PDF/X-1a format, bleed set to a minimum of .125" with crop marks, 300 dpi, CMYK and built to exact dimensions.

PROOFING

A PDF must accompany all native files. For color sensitive files, please provide a matchproof.

CONTENT

No coupons, please.

DELIVERY OF FILES

Email or upload files via FTP.

EMAIL

Email files less than 10 MB to: Ads@CaliforniaMediaGroup.com.
[Please indicate which issue and client the ad is for]

SHIP TO

Southwest Offset Printing
Attn: Anthony Valle
13650 Gramercy Place
Gardena, CA 90249
[Please include the publication name and issue date with submission]

FTP UPLOAD

Connecting to our FTP through a web browser is not possible. Use a FTP program such as Fetch for Macintosh or WS_FTP LE for Windows. Place compressed files in the PERFORMANCES ADS folder and name accordingly: Ad_Publication_Date.

Example:

Mercedes_PERFORMANCES LA_Month/Year.

Please Email:

Ads@CaliforniaMediaGroup.com to notify our production manager of upload.

FTP Information:

HOST: ftp.wherela.com
USER ID: advertiser
PASSWORD: Jr8zV&7\$