

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 INSTRUCTIONS

Please use your web browser to access our File Transfer server: For Macintosh we recommend using a current version of Firefox (OS 10.4 or newer).

The user name is: bsb and the password is: VolaHiku

The URL is <https://76.79.242.58> (please note the 's' > <https://...>)

You will see a warning message that the browser is not able to verify the certificate. This is normal, please click OK to continue. You will see a similar, second warning concerning the certificate. Click OK to continue.

Enter user name bsb and the password is: VolaHiku and click the Login button. You are now connected to our File Transfer server and ready to upload/download your documents.

PLEASE MAKE SURE YOU PLACE THE FILE IN THE ADS ONLY FOLDER.

Please click on the provided buttons to upload, download, delete or rename your documents.

PLEASE E-MAIL THE FILE NAME WHEN YOU ARE FINISHED

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, TIFs, 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.

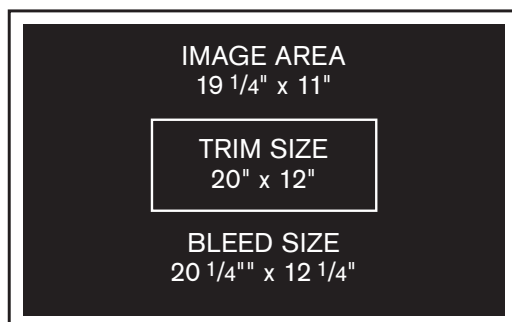
MAILING INSTRUCTIONS:

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

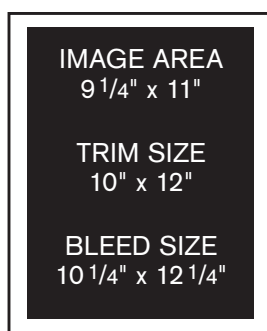
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7628 Densmore Ave., Van Nuys, CA 91406-2042
818.782.7328 • 800.442.5667 • fax 818.782.7450
beautystorebusiness.com



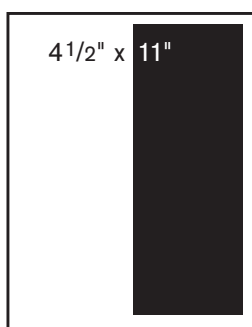
AD SIZES & DIMENSIONS



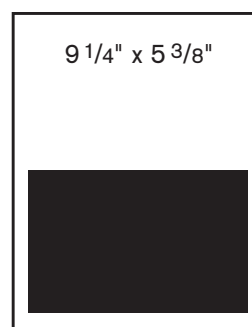
TWO-PAGE SPREAD



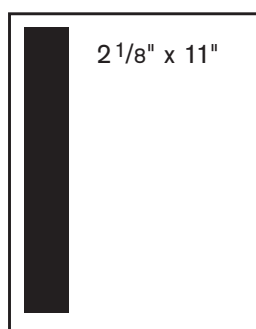
FULL PAGE



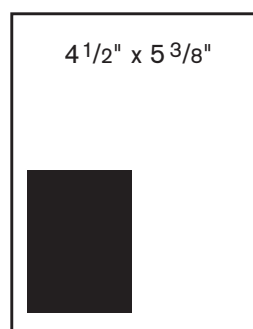
HALF-PAGE
VERTICAL



HALF-PAGE
HORIZONTAL



QUARTER-PAGE
VERTICAL



QUARTER-PAGE
SQUARE