

# MEDICAL SPAS®

THE AESTHETICS BUSINESS REVIEW™

the medicine environment of the future –TODAY

## SPECS

### MAILING INSTRUCTIONS

AD MATERIAL, BROCHURES, INSERTS, REPLY CARDS  
TO BE INSERTED MUST BE SENT PREPAID TO:

*Northeast Group/MedicalSpas Review*  
12 Nepco Way  
Plattsburgh, N.Y. 12903-3961  
Tel.: 450 833 2400

### SOFTWARE PLATFORMS

- Platform & Software Specific Files for MAC:  
QuarkXpress (Version 6 or higher)
  - Disk must include all fonts and graphics used in the document
- Adobe Illustrator (Version 10 or higher)
- All fonts must be converted to outlines and all color used must be CMYK process
- File mode must be grayscale for B&W ads or CMYK for color ads
- File format required is .TIF or .EPS at 300 DPI or higher
- All artwork must be clearly marked with company name, contact name, file name and date of issues.
- File format required is EPS, Illustrator 10 or higher compatible. Adobe Photoshop (Version 9 or Higher)

## MATERIAL REQUIREMENTS

### MECHANICAL REQUIREMENTS

Offset, sheet fed  
Perfect Bound Binding  
Trim size: 8.25" x 11" - Bleed: Add on 1/8" on each edge

### DIMENSIONS

All dimensions width x height in inches, unless otherwise stated.

### DIGITAL FILES

#### MAC Platform -

#### Preferred print-ready PDF files.

Print Ready PDF is defined as:

- Verified AD size
- 0.25 bleeds on full page ads
- CMYK
- Minimum of 300 dpi resolution

**Acceptable Media** • CD • DVD • FTP upload

### DIMENSIONS - AD PAGE

1 page	7" x 10"
1/2 vert.	3.5" x 10"
1/2 hor.	7" x 5"
1/4 vert.	3.5" x 5"

	Wide	Height
Type page	7" x	10"
Trim size	8.5 x	11"
Bleed size	8.75" x	11.25"
Double page spread	16" x	10"
Double page spread bleed	17.25" x	11.25"

### MAKING YOUR PC FILES MAC COMPATIBLE

**Print your PC documents to file, creating .ps files with images and fonts embedded or export your files to Acrobat PDF format**