

ADVERTISING SCHEDULE 2006

Issue	Advertising Close	Materials Due	On Sale Date
Jan/Feb 2006	Mon Oct 24	Mon Oct 31	Tue Jan 03
March 2006	Mon Dec 05	Mon Dec 12	Tue Feb 21
Apr/May 2006	Mon Feb 06	Mon Feb 13	Tue Apr 11
June 2006	Mon Mar 27	Mon Apr 03	Tue May 30
Jul/Aug 2006	Mon May 15	Mon May 22	Tue Jul 18
Sept/Oct 2006	Fri Jun 30	Mon Jul 10	Tue Sep 05
Nov/Dec 2006	Mon Aug 21	Mon Aug 28	Tue Oct 24

**Back of Book Ad Close**

	Jan/Feb	March	April/May	June	July/Aug	Sept/Oct	Nov/Dec
<i>Living Well</i>	Mon Oct 10	Mon Nov 21	Mon Jan 23	Mon Mar 13	Mon May 1	Mon Jun 19	Mon Aug 7
<i>Classified</i>	Mon Oct 17	Tue Nov 29	Mon Jan 30	Mon Mar 20	Mon May 8	Mon Jun 26	Mon Aug 14

**Publication Trim Size** 8" x 10-1/2" perfect bound

**Bleed (Full Page Ads Only)** Artwork to extend 1/8" beyond trim on 4 sides for covers and full page ads only.

**Safety Area** For covers and full page ads only—All type and images (unless they bleed off the page) should be at least 3/8" inside trim (Special instructions for spreads can be found on next page).

**Borders** We reserve the right to re-border or resize ads that don't conform to our guidelines.

**Bind-In-Card (preprinted)** Must be accompanied by a full page ad. Contact the production department for specifications.

**Shipping Instructions** Enclose a completed Ad Submission Form, a copy of your insertion order, and your advertising materials and send to:

*Yoga Journal*  
Attn: Production Department  
475 Sansome Street Suite 850  
San Francisco, CA. 94111

For technical assistance contact: Yoga Journal Production Department (415) 591-0555

**Preparing Digital Files** Ads may be submitted on 100MB Zip Disks or CD-ROM. Please do not send compressed files. We do not accept any ads via email.

**Proofs COLOR ADS:** All color ads must include an actual size professional digital color proof of your ad file. If you make any changes to your ad after pulling a color proof, submit the new ad with a new proof pulled from that file. Color proofs are accepted in the following formats: Kodak Approvals, Imation matchprints, Creo Scitex, Fuji Proof, or Iris. Use SWOP Calibration control guide. Proofs should contain a full color bar (like the GATF or Brunner Strips) with dot gain, solids, overprints, and tints. Set crop marks and color bar at least 1/2 inch from trim. Total area density should not exceed SWOP standard of 300%. CMYK only; no spot colors allowed.

NOTE: ADVERTISERS WILL BE BILLED \$125 IF COLOR PROOF IS NOT PROVIDED.

BLACK & WHITE ADS: All black & white digital ads must be accompanied by an actual size laser proof.

**Advertisers Please Note** YOGA JOURNAL IS NOT RESPONSIBLE FOR COLOR, TEXT REFLOW AND/ OR OTHER VARIATIONS IN ADS SUBMITTED WITHOUT AN APPROPRIATE PROOF. UPON SUBMISSION ALL PROOFS BECOME THE PROPERTY OF YOGA JOURNAL.

Files not conforming to our specs (i.e., incorrect ad size, missing or stylized fonts, colors or images not set to CMYK) will incur fix-file charges at the prevailing production rate.

### **Fix File Charges**

Minimum charge for run-of-book ads	\$90
Digital Color Proof if not submitted	\$125
Hourly rate for production	\$90

**For All Files**

Placed images must not exceed a resolution of 300 ppi and must be in cmyk mode or grayscale. Do not save or embed your ICC profiles with your images.

Do not include rgb, indexed color, or spot colors in ANY of your submitted files. Do not use registration as a color.

Your page size should be the size of your ad. If you are preparing a full-page ad with a bleed, please set your bleed to p9 or 1/8 inch on four sides. Crop marks should be offset from trim by 1/2 inch. If you are not preparing a full page ad, do not create a bleed area.

Use Postscript Fonts only. Do not use Multiple Master Fonts or True Type fonts to create your ad. Images should be placed at 100% scale.

Do not name your submitted files "Yoga Journal", please use your company or your clients name as a reference in the name of your ad; i.e, Togs2Go\_YJ.pdf; FreshAir-YoJo.tif; Cascade\_ND04.eps.

ADVERTISERS WHO SUBMIT IMPROPERLY PREPARED FILES WILL BE BILLED FOR FIX-FILE CHARGES.

ADVERTISING MATERIAL is accepted (in order of preference) in the following formats:

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**PDF/X1a** PLEASE ADHERE TO THE REQUIREMENTS IN THE FOR ALL FILES SECTION. For PDF/x1a's as with other CFO files, all images and fonts must be linked and all color corrections made to your file BEFORE you create a PDF. Image resolution and color mode must be correct, you must use Postscript fonts, high-res images, etc. The ad file must be prepared to the correct dimensions. Full Page PDFs must include a bleed allowance on all sides and crop marks. Crop marks should be offset from trim by 1/2 inch. PDFs for non-bleed ads must be the exact dimension of the ad. IF YOU SEND AN IMPROPERLY PREPARED PDF, WE WILL REQUIRE NEW FILES OR WE WILL FIX THE FILE AND YOU WILL BE BILLED FOR FIX-FILE CHARGES.

PDFs should be prepared in Distiller with Acrobat 1.3 compatibility using the PDF/x1 or Press Ready Option. If you are unsure of the technical requirements necessary to produce a PDF/x1a, please contact the Production Office at Yoga Journal at (415) 591-0555 or [production@yogajournal.com](mailto:production@yogajournal.com).

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**Adobe Illustrator Files** PLEASE ADHERE TO THE REQUIREMENTS IN THE FOR ALL FILES SECTION. Files should be saved in Illustrator as an EPS file. Do not send native illustrator files. Flatten all transparencies. If you are submitting a fractional ad (smaller than a full page, please embed all images). Include hi-res links, if necessary, for full page ads.

Check your colors. Use only CMYK process colors (Note: placed/linked images must be converted to CMYK prior to being placed in Illustrator). Do not specify spot colors in your file. We do not print with custom or Pantone inks. Black & White Ads: Make sure to use a white or a 0% of black background in your ad. Place grayscale images in your ad. Do not use registration as a color in your ad.

**FONTS:** Convert all your text to outline. To verify, go to Type/Find Font in document, the dialog box should be blank

Please include copies of any linked images used in the ad with your files as backup. PC Files follow same instructions as above. DO NOT SEND NATIVE ILLUSTRATOR FILES, SEND FILES IN EPS FORMAT ONLY. ADVERTISERS WHO SUBMIT IMPROPERLY PREPARED FILES WILL BE BILLED FOR FIX-FILE CHARGES.

**Adobe Photoshop** PLEASE ADHERE TO THE REQUIREMENTS IN THE FOR ALL FILES section. Do not send native Photoshop files. Retain a copy of your ad as a photoshop document for your records. PC Files follow same instructions as above. DO NOT SEND NATIVE PHOTOSHOP FILES, SEND FILES IN FLATTENED TIFF FORMAT ONLY. ADVERTISERS WHO SUBMIT IMPROPERLY PREPARED FILES WILL BE BILLED FOR FIX-FILE CHARGES.

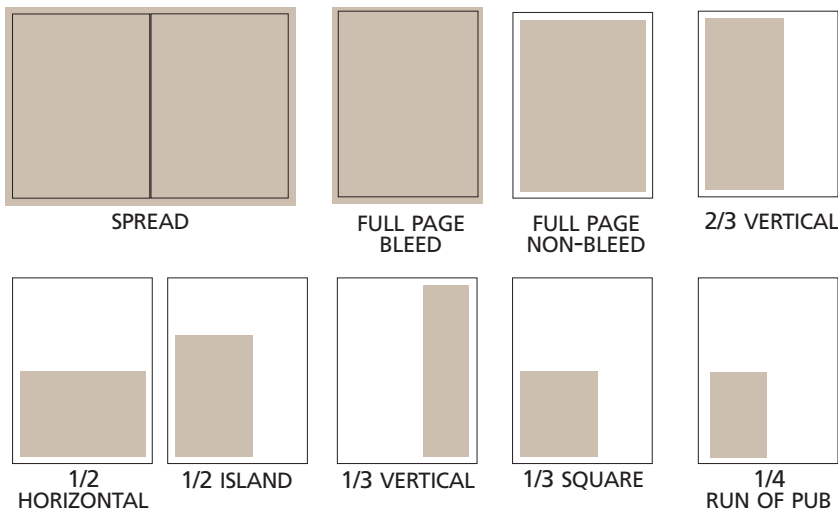
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QUARK 5, QUARK 6, AND INDESIGN USERS SHOULD SUBMIT PDF/X1A FILES. Please follow the directions under FOR ALL FILES and PDF/x1a. Adhere to the requirements found in the FOR ALL FILES section and send your collected native files as back-up. ADVERTISERS WHO SUBMIT IMPROPERLY PREPARED FILES WILL BE BILLED FOR FIX-FILE CHARGES.

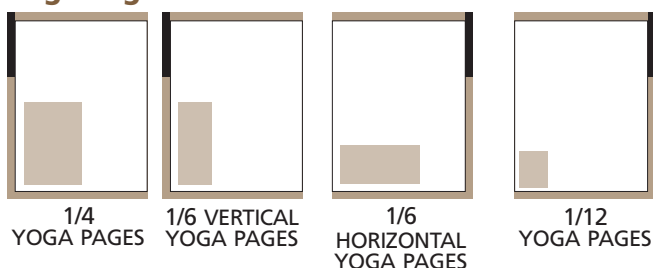
	<b>Non-Bleed / Live Area</b> <i>(Width x Height) inches</i>	<b>Bleed Size</b> <i>(Width x Height) inches</i>
Spread*	15" x 9.5"	16.25" x 10.75"
Full page	6.833" x 9.5"	8.25" x 10.75"
2/3 Page	4.5" x 9.5"	No bleed
1/2 Page Horizontal	6.833" x 4.625"	No bleed
1/2 Page Island	4.5" x 7"	No bleed
1/3 Page Square	4.5" x 4.625"	No bleed
1/3 Page Vertical	2.125" x 9.5"	No bleed
1/4 Page Vertical	3.375" x 4.625"	No bleed
<b>Yoga Pages</b>		
1/4	3.333" x 4.667"	No bleed
1/6 Vertical	2.167" x 4.667"	No bleed
1/6 Horizontal	4.5" x 2.25"	No bleed
1/12	2.167" x 2.25"	No bleed

**\*Spreads**

Create document as two full pages. For spreads bleeding across gutter, allow no safety for photographs. Do not mirror image in gutter. For body copy, allow 3/8" on each side of gutter. For headlines, split copy at gutter between letters, and allow 3/8" safety on each side of gutter.



**Yoga Pages**



<b>Issue</b>	<b>Advertising Close</b>	<b>Pre Printed Inserts/Due to Printer</b>	<b>On Sale Date</b>
Jan/Feb 2006	Mon Oct 24	Mon Nov 21	Tue Jan 03
March 2006	Mon Dec 05	Thurs Jan 12	Tue Feb 21
Apr/May 2006	Mon Feb 06	Thurs Mar 02	Tue Apr 11
June 2006	Mon Mar 27	Thurs Apr 20	Tue May 30
July/Aug 2006	Mon May 15	Thurs Jun 08	Tue Jul 18
Sept/Oct 2006	Fri Jun 30	Thurs Jul 27	Tue Sep 05
Nov/Dec 2006	Mon Aug 21	Thurs Sept 14	Tue Oct 24

### **Guidelines for Supplied Inserts**

**PRE-PRINTED INSERTS** are subject to publisher's approval of copy, paper, and manufacturing quality. A sample or mockup will be required for approval. Print Order: to be estimated by Yoga Journal at time of request and confirmed by advertisers immediately prior to going to press.

**PAPER:** A paper sample must be forwarded to the Production Department for approval. Single sheet inserts are not acceptable on less than 70# stock. In order to comply with USPS regulations, BRC that exceed a measurement of 4.25" x 6" must print on 9 point stock (.009 inch thick); 7 pt. is still the minimum acceptable stock for cards up to this size.

**UNDERSIZE INSERTS:** Submit two copies of the proposed insert to the Production Department for approval. Minimum width is 5". A blueline must be submitted to the Production Department for approval before inserts are printed.

**FULL PAGE INSERTS:** Submit two copies of the proposed insert to the Production Department for approval. If actual insert is not available, submit information on printer contact, paper manufacturer, and supply a mechanical dummy on the paper proposed for the insert. A blueline must be submitted to the Production Department before the inserts are printed. Yoga Journal will provide specifications for paper size, print order, quality, packing and shipping, and if required, give technical assistance.

**Size for a full page insert:**

- Delivered size: 8.25" x 10.75"
- Head trim (Minimum): 1/8" if book size
- Foot trim: 1/8" (Inserts & signatures jog to the bottom)
- Weight: 70# coated stock required
- Maximum basis weight: 120#
- Minimum basis weight: 60#
- Live matter should be 1/2" in from trim
- Vertical perforation should be a minimum of 1/2" from bind edge.

Correspondence, insert mockup, paper sample, blueline prior to printing inserts, and samples pulled from press run should be mailed to:

*Claudia Smukler*  
*Production Director*  
*Yoga Journal*  
 475 Sansome Street suite 850  
 San Francisco, CA 94111  
 (415) 591-0555 x 331

**Shipping Address**

*Quad Graphics*  
 Attn: Yoga Journal/Annette Christianson  
 N63 W23075 Main Street  
 Sussex, WI 53089

**Scheduled Delivery Appointment**

All deliveries must have a scheduled appointment at least 24 hours in advance with Quad Graphics' Inventory Department. Carriers without appointments will be delayed until the receiving schedule permits an unscheduled delivery. To schedule an appointment, please call 414-566-2100 (24 hours a day).

<b>2006 Issue</b>	<b>Job Number</b>	<b>Due Date</b>
Jan/Feb	A5-01M1-0	11/21/2005
March	A6-0197-0	1/12/2006
Apr/May	A6-01AE-0	3/2/2006
June	A6-01AF-0	4/20/2006
July/Aug	A6-01AH-0	6/8/2006
Sept/Oct	A6-01AJ-0	7/27/2006
Nov/Dec	A6-01AL-0	9/14/2006

**Shipping Requirements**

- 1** Skid size of either 47" x 40", or 46" x 38" is recommended.
- 2** To insure secure arrival, Quad recommends the use of layer sheets, stretch wrap, and 5 bands.
- 3** All skids should be flagged on all four sides with the following information:
  - a) Name of insert
  - b) Issue date of insertion
  - c) Code or key number
  - d) Version of magazine card is to be bound into
  - e) Quantity in each lift or in each carton
  - f) Lifts or cartons in each layer
  - g) Total quantity in each carton and skid
  - h) Skid number (example: skids 1 of 4)
- 4** A sample of the product must be displayed on the outside of each skid on all four sides.
- 5** A detailed packing slip must be provided with all shipments describing contents and the total for each skid.
- 6** A **Quad Graphics job number** must accompany your shipment on the bill of lading.