

BRAND



general information

GENERAL INFORMATION

Publishes weekly on Wednesday
 Size: Tabloid (10.1")
 Free Distribution: 100,000

MECHANICAL SPECIFICATIONS

1. The print issue of Brand X is produced in ad column format (see Tabloid Ad Widths chart). Non-modular sizes are accepted at a surcharge.
2. Tabloid pages follow a four-column format
3. Tabloid double-truck, center spread and I-wrap: 21" wide and 10.88" deep
4. 4-page faux cover wrap: cover measures 10.25" wide, 10.88" deep. All other pages measure 10.1" wide and 10.88" deep.
5. Front cover snipe: measures 1.75" wide, 1.75" deep and 2.475" along the diagonal.

6. For free camera ready ad transmission go to adtransit.com

Format for camera ready ads: pdf format, 300 dpi, embedded fonts

7. For more information on how to send digital ad files, go to: latimes.com/ads/dasweb

8. Electronic tearsheets are available as proof of publication at: tearsheets.latimes.com

To access the eTearsheet website, please contact eTearHelp@latimes.com or call 1.800.528.4637 ext. 38327 to obtain a user name and password.

DEADLINES

Space closes: 5 pm Wednesday, week prior
Camera ready ads: 5 pm Monday
Production Materials due: 5 pm Friday, week prior

COLUMN WIDTHS IN INCHES

1 column 2.4"
 2 columns..... 4.967"
 3 columns..... 7.534"
 4 columns..... 10.1"

| | Column 1 | Column 2 | Column 3 | Column 4 |
|-----------------|-----------------|----------|----------|----------|
| | 1x10.88 | 2x10.88 | 3x10.88 | 4x10.88 |
| | 1x8.15 | 2x8.15 | 3x8.15 | 4x8.15 |
| | 1x5.40 | 2x5.40 | 3x5.40 | 4x5.40 |
| | 1x2.65 | 2x2.65 | 3x2.65 | 4x2.65 |
| Depth in Inches | | | | |
| | 2.4" | 4.967" | 7.534" | 10.1" |
| | Width in Inches | | | |

To advertise contact

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