PRINT SPECS + CREATIVE SUBMISSION INTROCTUIONS

SUBMITTING AD CREATIVE TO GIRLS' LIFE MAGAZINE

1) LINK TO DOWNLOAD THE CREATIVE

If you do not have an internal file transfer service, we suggest dropbox.com or wetransfer.com, both free to use. Upload your ad and send to brooke@girlslife.com. Although the download link will be sent to us directly, please follow up with an email including this link and the information below.

2) YOUR PLAN FOR SUBMITTING A COLOR PROOF

If you don't plan to submit a proof, simply state you waive color rights. Your ad will run to SWOP standards.

If you do plan to submit a proof, GL will supply shipping instructions within 24 hours.

A GL rep will confirm receipt within 24 hours.

AD SIZES + SPECS

SIZES & SPECIFICATIONS

NON-BLEED

Ad Size	Non-Bleed
2-Page Spread	16 1/4" X 10 3/4"
Full-Page	7 1/2" X 10 "
1/2 Page (H)	7 " X 4 5/8"
1/2 Page (V)	3 3/8" X 9 1/2"
1/2 Page (H) Spread	16 1/4" X 4 5/8"
1/3 Page (V)	2 1/8" X 9 1/2"
1/6 Page	2 1/8" X 4 5/8"

BLEED

Ad Size	Bleed	Trim Size	Live Area
2-Page Spread	16 1/4" X 10 3/4"	16 " X 10 1/2"	15 " X 10 "
Full-Page	8 1/4" X 10 3/4"	8 " X 10 1/2"	7 1/2" X 10"
1/2 Page (H)	8 1/4" X 5 3/8"	8 " X 5 1/8"	7 " X 4 5/8"
1/2 Page (V)	4 1/8" X 10 3/4"	3 7/8" X 10 1/2"	3 3/8" X 9 1/2"
1/2 Page (H) Spread	16 1/2" X 5 3/8"	16 " X 5 1/8"	15" X 4 5/8"
1/3 Page (V)	2 7/8" X 10 3/4"	2 5/8" X 10 1/2"	2 1/8" X 9 1/2"

DIGITAL FILE SPECIFICATIONS FOR PRE-PRESS

FILE FORMATS
The file format supported for submission is PDF/X1a. Standard PDF files, film or application files such as QuarkXpress or InDesign documents will not be accepted.

PDF/X1a SPECS FILE FORMAT
Careful attention must be paid to the proper creation of PDF/X1a files to ensure that they will reproduce correctly.

DOCUMENT CONSTRUCTION
- PDF/X1a file saved with only one ad per file.
- All high-resolution images and fonts must be included when the PDF/X1a file is saved.
- Images must be SWOP (CMYK or Grayscale) TIFF or EPS between 200 and 400 dpi.
- We do not recommend the use of JPEG compression.
- Total area density should not exceed SWOP 300% TAC.
- Do not nest EPS files into other EPS files.
- Do not embed ICC profiles within images.
- All required image trapping must be included in the file(s).
- Do not apply styles (bold, italic, etc.) to the fonts.
- Right Reading, Portrait Mode, 100% Size, No Rotations.
- Standard Trim, Bleed and Center Marks in all separations, 1/2" outside Trim (No marks included in the "live" image area).
- Maximum file dimensions, including all Marks, Color Bars and Agency info: Single page = 11" wide by 17" high, Spread page = 22" wide by 17" high.
- The ad must be positioned in the center of the supplied digital file. There will be a 25% Page Positioning charge when ads are not centered in the digital file.
- A "for content only" proof (Color or B&W) that represents the final digital file.
- A color-accurate proof for color guidance on press—Digital, Press or Off-Press proofs that meet SWOP specifications.
- All spot colors not intended to print must be converted to CMYK. Unintended spot colors can be converted for a 25% Color Conversion charge.

TYPE REPRODUCTION
- Fine lettering (thin lines, serifs) should be restricted to one (1) color.
- Reverse lettering: Dominant color should be used for shape of letters with subordinate colors spread slightly to reduce register problems.
- Surprinting: When type is to be surprinted, the background should be no heavier than 30% in any color, and no more than 90% in all four colors.

SPREADS
All spreads must be submitted as individual pages.

SAFETY
Safety for live area (type or illustrative material not intended to bleed off page) is 1/4" from all four sides.

BLEED
Bleed for live area (type or illustrative material intended to bleed off the page) is to extend 1/8" from all sides in the ad.

GENERAL INFORMATION
All digital data will be destroyed six (6) months after the last issue date unless the publisher has received written instruction to return immediately after insertion or to hold the material for a specific future date (not to exceed one year from the last issue date). Publisher reserves the right to attempt to match PMS colors by using process colors. Reproduction quality is at the advertiser's risk if publisher's specifications are not met or if material is received after closing date, even if on extension. Queries concerning reproduction should be submitted within one week of issue date.

QUESTIONS? PLEASE CONTACT:
Brooke Winters
brooke@girlslife.com
For urgent inquiries: 201-618-5013

ADVERTISING TERMS + CONDITIONS

1) Girls' Life will not be bound by any conditions, printed or otherwise, appearing on contract, insertion orders or copy instructions submitted by or on behalf of the advertiser when such conditions conflict with the rates, conditions and other terms set forth in this rate card.

2) Cancellations will not be accepted after order closing date, and none may be considered executed unless acknowledged by the Publisher.

3) Publisher reserves the right to decline or reject any advertisement for any reason at the time without liability even though previously acknowledged or accepted.

4) By submitting advertisements, the advertiser and its agency, if there be one, both represent that they are authorized to publish the entire contents and subject matter of such advertisements.

5) The advertiser and its agency, if there be one, jointly and severally agree to protect, indemnify and hold harmless the Publisher from all third-party claims or actions arising out of or based on advertising purchased according to the terms of this rate card, including but not limited to claims or actions alleging the unauthorized use of any person's name or photograph, or of any sketch, map, word, photograph, label, trademark, copyright or other matter, or alleging any false, misleading or libelous statement or representation.

6) The advertiser and its agency, if there be one, jointly and severally agree to be responsible for payment to the Publisher for all space purchased under this rate card. Disclaimers are not permitted and sequential liability is not accepted.

7) All agencies or direct advertisers must supply Publisher with a legal street address and not just a post office box.

8) Orders specifying positions other than those known as designated positions are accepted only on a request basis and subject to the right of the Publisher to determine actual positions.

9) The parties agree that the details contained on orders will be treated as confidential or proprietary information and shall not be disclosed to third parties.

10) Position agreements are subject to preemption by units of greater space and coloration, special units, inserts, gatefolds and special editorial requirements.

1) Rates, rate base figures, conditions and space units are subject to change without notice.

12) Rate base figures are not guarantees of individual issues.

13) Orders which contain incorrect rates or conditions will be inserted and charged for at the regular schedule of rates, and such errors will be regarded as clerical.

14) Rates charged and discounts allowed are subject to short rate or rebate if rates or discounts used differ from space actually used.

15) The Publisher will not hold advertising materials for more than two issues after date of insertion.

16) Reproduction quality is at the advertiser's risk. Girls' Life is not responsible for errors in reproduction or for errors associated with pre-press operations.

17) Agency commission: 15% of the gross. Bills are payable within 10 days of the invoice date. Premium charges for gatefolds and other special advertising units are non-commissionable and non-discountable.

18) Bills are rendered on or before the on-sale date; payment is due within 10 days from the date of invoice.

19) The advertiser and its agency, if there be one, jointly and severally agree to reimburse the Publisher for its attorney's costs and fees in collecting any unpaid billings for advertisements. All disputes will be heard in courts located in Baltimore City, Maryland.

20) In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication, the advertiser and its agency, if there be one, jointly and severally agree not to make promotional or merchandising reference to Girls' Life in any way except with the express permission of the Publisher for each use.

21) All orders accepted are subject to acts of God, fires, strikes, accidents or other occurrences beyond the Publisher's control (whether like or unlike any of those enumerated herein) that prevent the Publisher from partially or completely producing, publishing or distributing Girls' Life.

22) Any covers or fixed position orders accepted by the Publisher are non-cancellable after 90 days prior to the closing date.

23) If the closing date falls on a Saturday, Sunday or holiday, the closing date shall be the working day immediately preceding the scheduled closing date.

24) All rates are quotes, and payment is due in US dollars, free from all withholding, taxes and duties.