

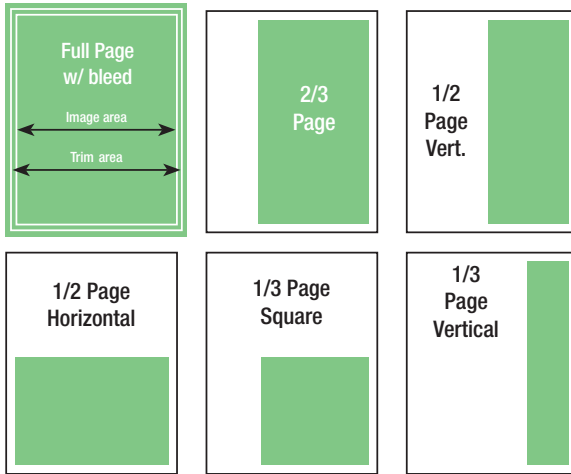


METRO DETROIT'S GUIDE TO FASHION, BEAUTY AND HOME

# styleline

2012





**SIZES**

**Width x Depth**

|                                    |                  |
|------------------------------------|------------------|
| <b>Full Page (bleed)</b> .....     | 8.75" x 11.25"   |
| <b>Full Page (non-bleed)</b> ..... | 7.75" x 10.375"  |
| <b>2/3 Page</b> .....              | 5.095" x 10.375" |
| <b>1/2 Page Vertical</b> .....     | 3.77" x 10.375"  |
| <b>1/2 Page Horizontal</b> .....   | 7.75" x 5.062"   |
| <b>1/3 Page Square</b> .....       | 5.095" x 5.062"  |
| <b>1/3 Page Vertical</b> .....     | 2.438" x 10.375" |

**2012 AD RATES**

|                                  | OPEN    | 6X      | 12X     |
|----------------------------------|---------|---------|---------|
| <b>Full Page</b> .....           | \$4,100 | \$3,280 | \$2,870 |
| <b>2/3 Page</b> .....            | \$3,400 | \$2,720 | \$2,380 |
| <b>1/2 Page Horizontal</b> ..... | \$2,660 | \$1,960 | \$1,725 |
| <b>1/2 Page Vertical</b> .....   | \$2,660 | \$1,960 | \$1,725 |
| <b>1/3 Page Square</b> .....     | \$2,100 | \$1,680 | \$1,176 |
| <b>1/3 Page Vertical</b> .....   | \$2,100 | \$1,680 | \$1,176 |

**AD SPECIFICATIONS**

**Printing process:** Web offset  
**Line screen:** 175  
**Bleed:** Build ads to trim and extend bleed 3/16" beyond each side of the document page  
**Safety margins:** Allow 3/8" from trim edges except for spreads, which require 5/8" safety from side trim and 1/8" gutter safety  
**Magazine trim size:** 8.375" x 10.875"

**GENERAL AD CONSTRUCTION**

- Build pages to trim size and extend bleed 3/16" beyond each side of the document. Supply spread ads as spreads, all other pages as single pages.
- When creating a Postscript file, all high-resolution images, artwork and fonts must be included when the file is written.
- FONTS: Use only Type 1 fonts. Both printer and screen fonts required. Use stylized fonts only. DO NOT apply style attributes to fonts. Include only those fonts used in your document, along with those used in embedded graphics. To minimize potential problems, fonts within embedded graphics should be converted to paths/outlines whenever possible.
- All colors must be CMYK.
- Total area density should not exceed the SWOP standard of 300%.

**FILE FORMATS/GRAPHICS**

We use the following software versions. If your version exceeds those listed, save your document to be downward compatible: InDesign CS3 or greater, Adobe Illustrator CS4, Adobe Photoshop CS4, Adobe Acrobat 7

- TIFF: Files must be saved in Mac format with NO compression @ 350 DPI
- EPS: Files must be saved as Macintosh (8 bits/pixel); Encoding: binary @ 350 DPI
- PDF: Files must be saved as PDF version 1.3, Acrobat 9.0 compatibility (minimum) using Postscript files created in applications other than Adobe Acrobat Distiller. Please use the above settings in your program PDF settings.

All linked graphics must be included with the document. Please collect for output, and save all fonts along with ad, images and logos to a folder or medium to be sent.

**PROOFS**

- Please supply a digital proof calibrated to SWOP print specifications that represent the final digital file at 100%.
- If a proof is not provided, we cannot be held responsible for materials that run incorrectly, as final output will be compared to an internal proof only.

**Premium Positions**

|   |          |         |         |
|---|----------|---------|---------|
| <b>Full Page In Front</b> (Pages 3-21) .....      | \$4,500  | \$3,600 | \$3,150 |
| <b>Inside Front Cover</b> .....                   | \$4,700  | N/A     | NA      |
| <b>Inside Back Cover</b> .....                    | \$4,700  | N/A     | NA      |
| <b>Back Cover</b> .....                           | \$5,000  | N/A     | NA      |
| <b>Business Reply Card</b> (2 sides, color) ..... | \$3,000  | N/A     | NA      |
| <b>Front cover gatefold</b> (4 pages)* .....      | \$16,000 | N/A     | NA      |

**Multipage Discounts**

Purchase 2 pages in a single issue receive 10% off your total order  
 Purchase 3 pages in a single issue receive 20% off your total order  
 Purchase 4 or more pages in a single issue receive 30% off your total order

\* Gatefold positions are already discounted and do not qualify for additional multipage discounts

**Frequency Rates**

Ads do NOT have to appear in consecutive months to qualify for 6x frequency rates, so long as the contract is fulfilled within 12 months.

**2012 Deadlines**

| ISSUE                  | RESERVATION | MATERIALS DUE |
|------------------------|-------------|---------------|
| <b>January</b> .....   | Nov. 18     | Nov. 21       |
| <b>February</b> .....  | Dec. 14     | Dec. 16       |
| <b>March</b> .....     | Jan. 13     | Jan. 16       |
| <b>April</b> .....     | Feb. 10     | Feb. 13       |
| <b>May</b> .....       | March 16    | March 19      |
| <b>June</b> .....      | April 20    | April 23      |
| <b>July</b> .....      | May 18      | May 21        |
| <b>August</b> .....    | June 22     | June 25       |
| <b>September</b> ..... | July 20     | July 23       |
| <b>October</b> .....   | Aug. 17     | Aug. 20       |
| <b>November</b> .....  | Sept. 21    | Sept. 24      |
| <b>December</b> .....  | Oct. 19     | Oct. 22       |

**Contact your Detroit Media Partnership multimedia consultant or call 313.223.3333 for more information**

**ELECTRONIC AD DELIVERY**

To speed up the processing of your ad, please transmit using one of the three following electronic delivery system options:

- 1. AdTransit (preferred):** This is a free service for advertisers because the Detroit Media Partnership® pays any costs associated with transmitting ads even after the "no-cost" trial period runs out. This service also provides the best ticketing and order processing.
  - Go to [www.adtransit.com](http://www.adtransit.com) and click on registration tab to register. When asked to select publication frequency, choose: Daily; when asked for a publication name, enter: Detroit News.
  - Ignore approval time (it's immediate) and anything regarding costs; the Detroit Media Partnership® pays for customers to use AdTransit.
  - Save your username and password created during registration.
  - When done, and you are ready to send .pdf file (your ad), go to [www.adtransit.com](http://www.adtransit.com) and click the login tab. Proceed from there.
  - You will receive confirmation of upload and e-mail notification when we've opened your ad.
- 2. Alternately,** e-mail ads to: [ads@sigmichigan.com](mailto:ads@sigmichigan.com)
- 3. Signature Media FTP information:** <ftp://prepress1.dnps.com> (contact your account executive for username and password)

**MEDIA**

Macintosh formatted disks may be provided in the following formats: CD-ROM or DVD. Please label all media with publication name, company name and contact information. If you have any questions about transmitting ads, please call 313.223.3333.

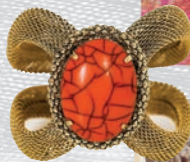
**IMAGE RESOLUTION**

Images should be provided at 350 dots per square inch (DPI) to insure quality reproduction. Web images are not acceptable.

# Metro Detroit, You've Got Style!

Metro Detroit's stylish, sophisticated women have high standards, and StyleLine exceeds their expectations. With up-to-the-minute editorial content, breathtaking photos and elegant design, StyleLine is for women who enjoy the very best in life.

The first of its kind in Michigan, StyleLine is a glossy, perfect-bound, monthly magazine that celebrates all facets of metro Detroit style, with particular emphasis on shopping, fashion, beauty and home/entertaining. Each issue is packed with aesthetic inspirations from this area's chic boutiques, upscale department and furniture stores, luxury malls and cutting-edge salons.



# styleline

100% LOCAL. 100% FOR WOMEN. 100% BEAUTIFUL.

**REACH  
DECISION-  
MAKERS!  
50,000+  
TARGETED  
COPIES.**

**Targeted Home Delivery:** 35,000 copies are delivered to the homes of metro Detroit's most powerful consumers – specially selected women in Oakland, Macomb, Washtenaw and Wayne counties in households with incomes of \$125,000+.

**Targeted Venues:** Reach affluent women at high-traffic pass-along locations, such as doctors' offices, hotels, salons and spas.

**Newsstand:** StyleLine is available for purchase at select bookstores, newsstands and other locations.



What's Inside  
Each Issue:

- Shopping
- Jewelry
- Fashion
- Shoes
- Bags
- Cosmetics
- Accessories
- Homes
- Furniture
- Gardens
- Dining

## What's Online

**StyleLine Web site:** Every page of the magazine (including your ads!), plus exclusive Web-only content.

**StyleLine mobile edition:** The entire magazine, formatted for smart phones.

**StyleLine e-newsletter:** Shopping news, prizes and special deals delivered each weekday to women who've requested this free daily update.

**StyleLine's social network:** StyleLine's Facebook and Twitter updates help spread your news instantly.

