

## THE MAGAZINE: DESERT GUIDE

*PALM SPRINGS LIFE'S DESERT GUIDE* is a comprehensive reference on where to shop and what to do in the Desert Empire. Each monthly issue includes full-color maps and editorial coverage of major points of interest and a special dining section highlighting restaurants and entertainment.

The *DESERT GUIDE* is bound into every copy of *PALM SPRINGS LIFE* magazine bought by subscribers and on sale at 100 newsstand locations. Free complimentary copies of the *DESERT GUIDE* are placed in over 380+ high visitor traffic locations.

## DISTRIBUTION

- The *DESERT GUIDE* is bound inside each monthly copy of *PALM SPRINGS LIFE* for full paid subscriber and newsstand exposure.
- The *DESERT GUIDE* is the official publication of the Palm Springs Desert Resorts Convention and Visitors Authority. Every convention delegate serviced by the CVA receives a copy of the *DESERT GUIDE*.
- Distributed at more than 400 high traffic visitor points and newsstands throughout the desert, including distribution at select hotels, restaurants, real estate offices and businesses, the *DESERT GUIDE* is an invaluable reference for those visiting the Coachella Valley.
- **Bonus distribution** - September *DESERT GUIDE* receives year long visitor exposure as a special bound-in section of *PALM SPRINGS LIFE'S* Annual Desert Living Edition.

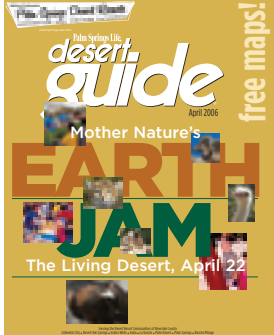
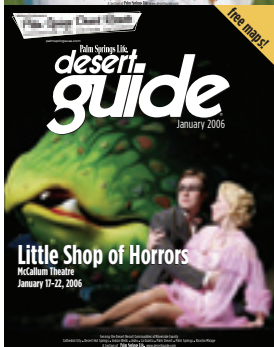
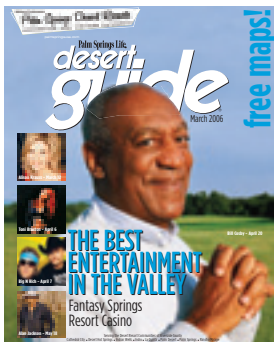
Hotels	30,090
Conventions and Visitors Authority	12,272
Restaurants	9,647
Retail Outlets	5,281
Chambers of Commerce, City Halls & City Departments	4,602
Real Estate Offices, Leasing Agents, Country Clubs & Trailer Parks	8,821
Airports, Rental Car Locations, Bus Stations & Tours	4,337
Hospitals	797
Art Galleries, Museums	502
Tourist Attractions	2,770
Palm Springs Life Magazine	19,494
<b>Total Monthly Distribution:</b>	<b>95,588</b>

## THE LOWEST COST PER READER

Examine the advertising rates of *DESERT GUIDE* based on its proven distribution and you will find *DESERT GUIDE* offers the lowest cost-per-thousand of any similar visitor market medium. *DESERT GUIDE* is the best advertising VALUE available.

## 30-DAYS FULL OF READERSHIP VALUE

You can try to reach the visitor market with other media. But an ad in the newspaper, on radio or on TV is in one day, or seen or heard once, and then it's gone. Place an ad in *DESERT GUIDE* and it works for you all month long, in a colorful, informative source that shoppers and restaurant-goers will refer to again and again. (And again!)



## ADVERTISING DATES

### Deadlines SPACE & MATERIALS

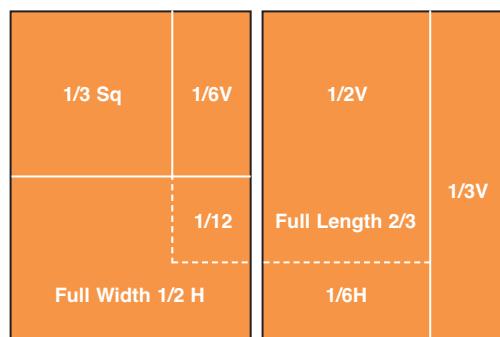
*(Deadline is at noon on each of the following days)*

January	.....November 18, 2005
February	.....December 23, 2005
March	.....January 20, 2006
April	.....February 24, 2006
May	.....March 24, 2006
June	.....April 21, 2006
July	.....May 26, 2006
August	.....May 26, 2006
September	.....July 14, 2006
October	.....August 25, 2006
November	.....September 22, 2006
December	.....October 21, 2006

*Advertorials Close: 15 days prior to above dates.*

PALM SPRINGS LIFE magazine is published monthly on the first day of the month. Consult publisher for special section/supplement deadlines.

Cancellation of color space will not be accepted unless received in writing 10 days prior to closing date. Covers are non-cancellable.



## SIZE SPECIFICATIONS

AD SIZE	WIDTH	DEPTH
Spread	17 1/4" x	11"
Full Page Bleed	8 5/8" x	11"
Trim Size	8 3/8" x	10 3/4"
Full Page (Live Matter)	7 1/4" x	9 3/4"
2/3 Page	4 3/4" x	9 3/4"
1/2 Page Vert.	4 3/4" x	7 1/4"
1/2 Page Horiz.	7 1/4" x	4 3/4"
1/3 Page Vert.	2 1/4" x	9 3/4"
1/3 Page Square	4 3/4" x	4 3/4"
1/6 Page Vert.	2 1/4" x	4 3/4"
1/6 Page Horiz.	4 3/4" x	2 1/4"
1/12 Page Square	2 1/4" x	2 1/4"

## ADVERTISING SPECS/DIGITAL SUBMISSION

**Material Specifications:** Submit advertising in digital format. All images and elements should be placed at 100% in CMYK to SWOP standards with a minimum resolution of 300 dpi.

**Document Size:** 8-5/8" x 11" (8.625 x 11) Includes 1/8" Bleed 3 sides

**Trim Size:** 8-3/8" x 10-3/4" (8.375 x 10.75)

**Live Matter:** 7-1/4" x 9-3/4" (7.25 x 9.75) Live matter should not fall closer than 3/8" to trim.

**Media:** Super Disk, Zip, Jaz or CD-ROM (ISO 9660 format). Media will be returned two weeks following the publishing date.

**Data Formats:** QuarkXpress 5.0, Mac ONLY or Illustrator (10); Photoshop, TIFF, EPS, Scitex CT, 300dpi (single files only -No DCS files) PDF files as press optimized "PDF/X-1a".

**Fonts:** Postscript Type 1 only. (Printer & Screen Fonts Required). **NO TRUETYPE.**

**Line work:** EPS, Freehand & Illustrator: Type in files should be converted to paths.

**FTP Uploads:** <http://ftp.desertpublications.com>

**Proofs:** Our quality standards require "Digital Halftone Proofs" such as Creo Spectrum Proofs, Kodak Approval, or press sheets. All other proofs, inkjet and continuous tone, will be output as halftone proofs and returned for color approval subject to the proof charge. "Halftone proofs" are available to all advertisers, designers or agencies at \$50 for each page. Publisher is not liable for any color variations on ads submitted without an "approved" Digital Halftone Proof.

**Printing:** Web offset on 60# Coated Free Sheet to SWOP standards. Dot variation of 4% each color (Cyan, Magenta, Yellow & Black) are within SWOP standards. Publisher is not liable for any color variations within SWOP standards.

**Design Considerations:** Hairline rules and reverse type (under 8 pt., particularly if a serif font) tend to fill in on press and are not recommended. Behind black backgrounds in color advertisements under-color should be added; 4c-100% black, 50% cyan, 30% magenta, 20% yellow; 2c-100% black, 40% cyan.

**Other Services:** Full graphic design services are offered through Desert Grafics – 760-323-2739.



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