



## THE MAGAZINE:

*PALM DESERT MAGAZINE* – Life At Its Best – from the publishers of *PALM SPRINGS LIFE* – California's Prestige Magazine.

Published three times per year – January, March and October – this large-format, full-color magazine showcases Palm Desert living at its best. Editorial includes:

Golf, Shopping, Outdoors, Architecture, Interior Design Personalities, Spa & Wellness, Events Calendar, Fashion, Fine Art, Education, Attractions, Entertainment, Fine Dining, Philanthropy, Environment, And much more...

*PALM DESERT MAGAZINE* perfectly reflects the special quality of life found in the gem of the desert communities.

## DISTRIBUTION

### Reaching the Community - And Beyond!

#### In-Room Hotel Distribution

5,000 copies throughout 3,000 Palm Desert and Indian Wells hotel rooms.

#### Newsstand

5,000 copies distributed to select newsstands across Southern California and nationwide.

#### Direct Mail

5,000 copies direct mailed to households with incomes of \$360,000+.

**Total Distribution:** 15,000

## SIZE SPECIFICATIONS

Ad Size	Width	Depth
Spread	20.5"	12.25"
Full Page Bleed	10.5"	12.25"
Trim Size	10.375"	12"
Full Page (Live Matter)	8.625"	10.75"
1/2 Page Vert.	4.187"	10.75"
1/2 Page Horiz.	8.625"	5.239"
1/4 Page	4.187"	5.239"

## ADVERTISING DEADLINES

Deadlines	SPACE & MATERIALS
(Deadline is at noon on each of the following days)	
October 2006	September 8, 2006
January 2007	November 27, 2006
March 2007	January 27, 2007

LIFE AT ITS BEST  
**Palm Desert**  
 MAGAZINE

Published by Desert Publications Inc.

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## RATE & ADVERTISING POLICIES

**Black & Additional Color:** \$250 will be charged for the addition of process color to a black and white space. For both match and metallic inks, consult publisher.

**Bleed:** No charge for bleed.

**Rateholder:** Minimum size space to maintain frequency is 1/4 page.

**Inserts:** A limited number of special units are available per issue. Rates and mechanical specifications upon request.

**Preferred or Guaranteed Position:** Add 20% to all space units.

**Multiple-Page Discounts:** Advertisers running four or more pages in a single issue are eligible for multiple-page discounts. Consult publisher.

**Credit:** Advertisers or agencies are required to fill out a credit application. Full payment is due within 30 days of invoice date. No credit will be extended to advertisers with a balance due over 60 days. A service charge of 1.0% per month will accrue on all account balances over 30 days.



## 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:** 10-1/2" x 12-1/4" (10.5 x 12.25) Includes 1/8" Bleed 3 sides.  
**Live Matter:** 8-5/8" x 10-3/4" (8.625 x 10.75) Live matter should not fall closer than 3/8" to trim.  
**Trim Size:** 10.375" x 12".

**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.

