

LA CUCINA ITALIANA

since 1929 Italy's premier food and style magazine

Display Ad Production Specifications

MATERIALS: Pdf format preferred. Mac compatible on disk (100 MB Zip, CD-rom).
Accepted applications: QuarkXPress 4.1, Adobe Photoshop 5, Illustrator 9 or higher.

MECHANICAL CHARGES: Key numbers, halftones, camera work and/or stripping will be billed to advertiser

| | | |
|--------------------|----------------------------------|----------------------------|
| SUBMISSION: | FTP SITE: | MAIL TO: |
| | Ftp.barioli.net | La Cucina Italiana |
| | HOST: 212.78.206.140 | Attn: Jill |
| | USER ID: quadratum#barioli.net | 415 Madison Ave., 14th Fl. |
| | PASSWORD: Quadratum | New York, NY 10017 |
| | EMAIL: jsherter@quadratumusa.com | |

BLEED: NO BLEED CHARGE

| MEASUREMENTS: | TRIM | | NONBLEED | | BLEED | | SAFETY | |
|----------------------|-------------|---------|-----------------|---------|--------------|---------|---------------|---------|
| | Width | Depth | Width | Depth | Width | Depth | Width | Depth |
| Full Page | 8 1/2" | 10 7/8" | 8 1/4" | 10 5/8" | 8 3/4" | 11 1/8" | 8" | 10 3/8" |
| 1/2 Page Vertical | 4 1/8" | 10 7/8" | 4" | 10 5/8" | 4 1/4" | 11 1/8" | 3 3/4" | 10 3/8" |
| 1/2 Page Horizontal | 8 1/2" | 5 1/4" | 7 1/2" | 4 3/4" | 8 5/8" | 5 3/8" | 8" | 4 1/4" |
| 2/3 Vertical | 5 3/8" | 10 7/8" | 4 7/8" | 9 3/4" | 5 5/8" | 11 1/8" | 4 7/8" | 10 3/8" |
| 1/3 Vertical | 2 7/8" | 10 7/8" | 2 3/8" | 9 3/4" | 3 1/8" | 11 1/8" | 2 3/8" | 10 3/8" |
| 1/3 Square | NA | | 4 3/4" | 4 3/4" | NA | | NA | |