

Material Submission

EDITORIAL SUBMISSION

Editorial submission should be made to Leah Morvant at lmorvant@miinews.com Files may also be submitted on CD, etc, but please allow extra time for shipping. Any specific requests must be addressed at time of submission. Please send materials and payments to address below, care of Leah Morvant.

Note: *To ensure your ad is printed for the current issue, please follow the production deadline schedule. We are otherwise unable to guarantee placement.*

Questions or concerns, please contact Leah Morvant at lmorvant@miinews.com

ADVERTISING SUBMISSION

- All ads *must* be supplied digitally. A high resolution (300dpi) PDF (PDF/X-1a: 2001 or higher) is preferred. *THE Aesthetic Guide* is built in Adobe CreativeSuite (InDesign, Photoshop, Illustrator).
 - ➔ **IMPORTANT:**
 - **All fonts must be embedded** – outline or rasterized.
 - **CMYK process only** – you must convert all RGB, PMS or spot colors to CMYK.
 - **Flatten the file** – Layers make the file larger, flatten artwork and layers to reduce file size and upload time. If the file is created in Adobe Illustrator, please open the file in Photoshop and save as Photoshop .pdf before uploading and check for missing art or errors.
 - **If our designer is creating the ad for you** – please supply all images as large as possible. Small images cannot be enlarged in photoshop without compromising quality. Logos rendered in Adobe Illustrator must have all fonts outlined. If you request a specific font, they must be provided. All text copy can be provided in either email format or word document.
- Online file submission should be made at: http://52.39.54.174/upload_new_wp.php. Files may also be submitted on CD, etc, but please allow extra time for shipping.
- Please mail a **color proof** to help ensure accuracy.
Mail to: Medical Insight, Inc. 130 Vantis #240, Aliso Viejo, CA 92656 **Attention: Leah Morvant**
- Advertisement placement orders should be paid prior to submission.

DOMESTIC SPECIFICATIONS

Publication Dimension: 8.375" x 10.875" (Perfect Binding)

AD SIZE	TRIM	LIVE	BLEED
1/2 Page Horizontal	7.375" x 4.812"	7.375" x 4.812"	N/A
1/2 Page Vertical	3.562" x 9.875"	3.562" x 9.875"	N/A
Full Page	8.375" x 10.875"	7.375" x 9.875"	8.875" x 11.375"
Two Page Spread	16.75" x 10.875"	15.75" x 9.875"	17.25" x 11.375" (allow 1" gutter)



INTERNATIONAL SPECIFICATIONS

Publication Dimension: 212.7mm x 276.2mm (Perfect Binding)

AD SIZE	TRIM	LIVE	BLEED
1/2 Page Horizontal	187.3mm x 122.2mm	187.3mm x 122.2mm	N/A
1/2 Page Vertical	90.5mm x 250.8mm	90.5mm x 250.8mm	N/A
Full Page	212.7mm x 276.2mm	187.3mm x 250.8mm	225.4mm x 288.9mm
Two Page Spread	425.4mm x 276.2mm	400mm x 250.8mm	438.1mm x 288.9mm (allow 25.4mm gutter)

