

MAGAZINE SPECIFICATIONS

Production

Artwork and Materials

Ad Services Department
1691 Michigan Avenue, Suite 600
Miami Beach, FL 33139
(305) 673-0400 tel.
(305) 673-3575 fax

Terms

50% due upon signing, 50% upon publication
Prepayment discount of 5%

Special Positions

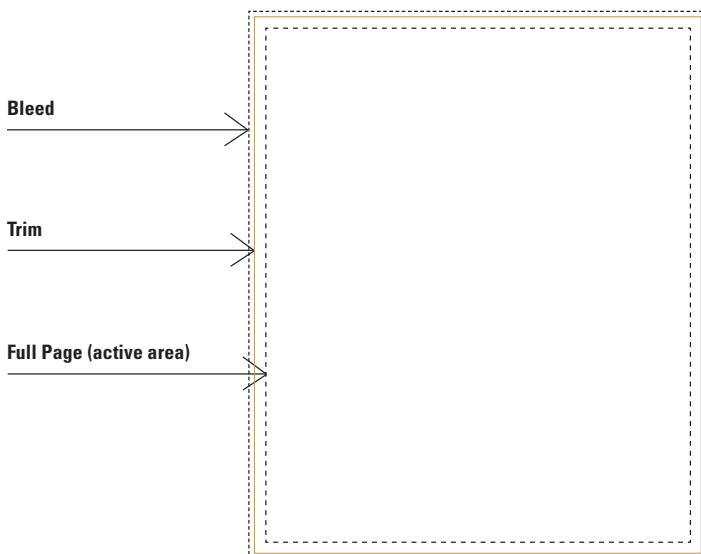
Subject to availability: +15%
Agency commission: 15%

Mechanical Requirements

	Width	Height
Trim Size	10"	12"
Bleed Page	10 ¼"	12 ¼"
Full Page (active area)	9 ½"	11 ½"
Half-Page Horizontal	9"	5 ⅝"
Double-Page Spread	Width	Height
Trim Size	20"	12"
Bleed Page	20 ¼"	12 ¼"
Live Area Non-Bleed	19"	11 ½"

Bleed

Allow at least 3/8" from type or art to trim edge.



It is the advertiser's responsibility to ensure that any material submitted contains the proper spelling and wording of the host properties.

The Forum Shops at Caesars • The Appian Way Shops
Bally's Las Vegas • Bally's • The Bally's Avenue Shoppes
Avenue Shoppes at Bally's • Caesars Palace

Follow the steps below to avoid costly errors or delays:

1. Bleed should be 1/8" all around; and type or logos should be 3/8" away from trim edge.

ACCEPTABLE FILE FORMATS:

PDF (press-quality high-resolution PDF only)
or other from applications listed below:

Adobe InDesign—INDD (native InDesign files)

QuarkXPress—QXP (native QuarkXPress files)

Adobe Illustrator—AI (native Illustrator files), EPS

Adobe Photoshop—TIFF or PSD

(native Photoshop files) in unflattened layers

WE DO NOT ACCEPT FILES FROM:

Quark Passport, Corel Draw, Pagemaker, Microsoft Word, PowerPoint or Microsoft Publisher

2. Check color space—CMYK only (no RGB, Pantone or "spot" colors).
3. Verify image resolution is at least 300 (dpi).
4. Double-check fonts—include all postscript and screen fonts.
5. Provide a color proof with your ad. If no proof is provided, the production charge is \$95 for a full page and \$50 for other ad sizes.
6. Send your files in one of the following ways:

ON DISK:

ONBOARD MEDIA

Ad Services Department
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Miami Beach, FL 33139
(305) 673-0400 tel.
(305) 673-3575 fax

ELECTRONICALLY VIA FTP:

IP Address: ftp.onboard.com

UserName: ftpuser

Password: Onboard

Go to Folder: TO OBM

Go to Subfolder: ADS - CAESARS PLAYER ADS

Note: "Onboard" in the password begins with a capitalized letter "O." To place ad, go to the folder "To OBM," to the sub-folder "ADS," and then to the sub-folder "CAESARS PLAYER." Place ad here.

Production Charges

All space rates are based on high-res digital file and color proof supplied by the advertiser. If required, designs, color proof and other production work will be charged additionally. These costs are available upon request.

Special Note: No coupons allowed. All ads are subject to approval of Harrah's Entertainment.