

Who We Are

Endless Style, Inc. is a company that publishes a variety of salon style books that will feature unique hairstyles in a variety of lengths, colors and styles. It was created to showcase the latest trends in hairstyles, while providing advertisers an opportunity to promote their products and services in ethnic markets across the U.S.

Each book will feature the most creative haircuts, color, braids, twists, dreads and locs. Due to the popularity of style books within the ethnic salon environment, these publications will offer advertisers unprecedented shelf-life and exposure.

Distribution

Endless Style, Inc. will print 50,000 copies per book/volume in beauty supply stores across the U.S.

Don't miss this incredible opportunity to gain national exposure and have your products or services featured in salon environments across the U.S.

Advertising Rates

Spread	\$800
Full Page	\$500

Art Requirement

MEDIA

We accept CDs, DVDs in PC format only.

APPLICATIONS

All ads must be in PDF format.

RESOLUTION

Resolution should be set for final output of 300 dpi.

FONTS

All text must be outlined and embedded.

COLOR PALLETTE

Please convert all colors to CMYK. Any RGB will be converted automatically to CMYK in our Graphics Department.

LINKED FILES

Include all files which are linked with your advertisement, such as fonts, placed images in Illustrator, photos and graphics. Choose "Package" in InDesign to assure all linked files are included.

FULL COLOR

Color images printing in four-color process must be in CMYK mode and saved as JPEG, TIFF or EPS single files. Duotone images must be converted to CMYK mode as well. TIF files should be saved with LZW compression. JPG files should be saved at maximum (12) setting.

AD PROOFS

To ensure your ad is reproduced correctly, a SWOP-certified proof that has been made from the same file that you supply to us must be provided. We cannot guarantee the accuracy of your ad without a SWOP proof. No make-goods or credits will be issued on ads run without a SWOP proof.

** Please note, we cannot guarantee the accuracy of reproduction from ads supplied in non-preferred formats, contact the art director for additional assistance.*

Mechanical Measurements

Full Page

8.5" x 11"



- — **Bleed Size:** 9" x 11 1/2"
- — **Bleed:** 1/4"
- — **Trim Size:** 8 1/2" x 11"
- — **Safety Area:** 8" x 10 1/2"

- — **Bleed Size:** 17 1/2" x 11 1/2"
- — **Bleed:** 1/4"
- — **Trim Size:** 17" x 11"
- — **Safety Area:** 16 1/2" x 10 1/2"

Due to binding, text or images may be hidden if placed within 1" of the center of the ad (1/2" on either side of vertical center).

Spread Pages

17" x 11"

