

AD SPECIFICATIONS FOR CARMEL MAGAZINE

PRINTING SPECIFICATIONS

Page Trim size is 8.375" x 10.875"

Safe or Live area is 7.715" x 10.215"

(Text should not appear outside this area to avoid clipping.)

MECHANICALS

2-Page Spread — Bleed, Two 8.625" x 11.125" files (includes 1/8" bleed)

One file for the right hand page and one for the left hand page

2-Page Spread — Non-Bleed, Two 15.875" x 10" files

One file for the right hand page and one for the left hand page

Full Page — Bleed 8.625" x 11.125" (includes 1/8" bleed)

Full Page — Non-Bleed 7.5" x 10"

2/3 Page — 4.875" x 9.875"

1/2 Page Horizontal — 7.375" x 4.875"

1/3 Page Square — 4.875" x 4.875"

1/3 Page Vertical — 2.3" x 9.875"

1/4 Page — 3.6" x 4.875"

1/6 Page Vertical — 2.3" x 4.875"

1/6 Page Horizontal — 4.875" x 2.3"

An important message to advertisers: Ad material must meet explicit requirements in order for *Carmel Magazine, Inc.* to deliver the high quality our advertisers deserve. Please review all advertising copy policies against your ad to ensure quicker processing and avoid unnecessary processing charges. For information on having *Carmel Magazine, Inc.* prepare your ad, please contact your representative.

Carmel Magazine pages are printed using web press with Sunday technology with four-color process inks (cyan, magenta, yellow, and black). *Carmel Magazine* covers are printed offset on coated stock with four-color process inks. The outside covers are UV-coated while the inside covers are not. *Carmel Magazine* is perfect bound, over-runs are saddle stitched.

Advertising Specifications

The detailed specifications on these pages must be followed exactly for optimum printing quality. If the submitted files do not meet all of our specifications, the client will be contacted for revised materials. If client authorizes the use of the art as submitted, *Carmel Magazine, Inc.* will not be held responsible for the reproduction quality. If you have any questions regarding your electronic material, please call *Carmel Magazine, Inc.* Production at (831) 625-9922, x4#.

Acceptable Mac System Software Applications

Versions at or below: Quark XPress 7, InDesign CS3, Adobe Photoshop CS3 and Adobe Illustrator CS3 ONLY. Use Stuffit or Zip for compressing files. If submitting a PDF only High Press/ High Quality and PDF/X-1a PDFs will be accepted.

NOTE: For Illustrator files, please convert fonts to outlines. Although *Carmel Magazine, Inc.* makes every effort to use the latest versions of design software, we cannot guarantee that all releases and formats submitted by clients will be compatible with current applications used by *Carmel Magazine, Inc.*

Unacceptable Software Applications

Carmel Magazine, Inc. does not accept ads built in Freehand, Pagemaker, Corel, Publisher or MS Word files.

Acceptable Fonts

All typefaces (fonts) must be Adobe Type 1. Multmaster and TrueType fonts are not acceptable and will be replaced by the closest Adobe Type 1 font.

NOTE: Be sure to include both screen and printer versions of the fonts.

Licensing Disclaimer for Images and Fonts

Files must include high resolution images and all screen and printer fonts. For all other supplied fonts or digital images, in consideration for running ads provided digitally, advertisers and their agency(s) warrant that all fonts and images have been licensed by the advertiser or agency and that use by *Carmel Magazine, Inc.* for the purpose of reproducing the ad is permissible under the license agreement. Also, the Publisher, *Carmel Magazine, Inc.*, will be held harmless and be indemnified by the advertiser/agency from and against any and all claims, demands, suits, actions, proceedings, recoveries or expenses including reasonable fees of counsel selected by the Publisher arising under the limited use of supplied fonts and/or images for the sole purpose of publishing the advertisement with which the font(s) or image was supplied.

Type

Black type must be 100% black only – not a CMYK. Borders and rules should be

1 point or heavier. No coupon borders are permitted (i.e. perforated).

Colors

Use only process colors (cyan, magenta, yellow, and black), all SPOT colors or Pantone colors need to be converted to CMYK.

Color Correction Services

Color correction services can be obtained at a cost of \$40 per additional proof, (first proof free), for ads not built in-house, please contact your representative for this service.

Digital Preparation of Photographs

All images must be at a final resolution of 300 dpi. Place all images at 100% (enlarging your image in Quark will decrease the overall resolution). Images should not be rotated or styled in Quark XPress; all alterations should be made in Photoshop. Photographs should be sharp and have a good contrast range (light to dark). Files should be saved in EPS or TIF format only.

Artwork

Photographs must be scanned at 300 dpi. Line art must be scanned at 1000 dpi. Line art must be in an EPS format.

NOTE: For Art Galleries that require color match, please submit a CMYK photographic continuous tone print with each digital image. No ink-jet prints will be accepted as match proofs.

Proofs

Camera-ready advertisements must be accompanied by a proof that accurately represents the color in the ad file. The proof should have color bars that conform to SWOP standards of Y=1.00, M=1.40, C=1.30, and K=1.65. Crop marks should be offset at 24 pt., so that they will not appear within the image area. Examples of acceptable color proofs: Fuji Pictroproof, Scitex Iris, Kodak Approval, Rainbow Dye Sub, 3M Digital, and Matchprint. No ink-jet prints will be accepted as color-match proofs.

Registration

Registration should be offset 24pts and Crop Marks should be set to .125".

Agency Art

Complete print-ready art must be received from the agency by deadline. *Carmel Magazine, Inc.* will not prepare art, layouts or proofs for agencies. Incomplete or poor quality material and unacceptable copy will require revised artwork. Agencies must agree to pay for all advertising changes performed by the Publisher. (Minimum charge is \$100.) The Publisher reserves the right to impose a fee of up to 15% of the cost of the ad for additional production costs or delays incurred.

Scan & Match Proof Charges

First scan & color match proof are free.

	Scan	Proof
Each additional per ad.....	\$40	\$40

All media/proofs must be labeled with this information:

Name of Advertiser; Name of Publication ad is to appear in; Contact Name; Phone & Fax Numbers; Email Address

Ship material in protected envelope to ensure it arrives in good condition.

Carmel Magazine Production

Attn: Ruben Cota

126 Clock Tower Place, Suite 103, Carmel, CA 93923

(831) 625-9922 4#

Electronic Ad Submission

For submitting ads electronically, please email ruben@carmelmagazine.com for the current FTP site information. Ads submitted by FTP, must have an acceptable color proof sent by mail to accompany the ad: (Examples of acceptable proofs: Fuji Pictroproof, Scitex Iris, Kodak Approval, Rainbow Dye Sub, 3M Digital, and Matchprint).