

AD SPECIFICATIONS

EXPLORE THE PENINSULA 2011

PUBLICATION TRIM SIZE: 8³/₈" x 10⁷/₈"

Ad Size	Width	Height
Full page	7"	10"
Full page-bleed	8 ⁵ / ₈ "	11 ¹ / ₈ "
Full page-live area	7 ⁷ / ₈ "	10 ³ / ₈ "
2/3 Page	4 ⁵ / ₈ "	10"
1/2 Page-vertical	4 ⁵ / ₈ "	7 ³ / ₈ "
1/2 Page-horizontal	7"	4 ⁷ / ₈ "
1/3 Page-vertical	2 ¹ / ₄ "	10"
1/3 Page-horizontal	4 ⁵ / ₈ "	4 ⁷ / ₈ "
1/6 Page-vertical	2 ¹ / ₄ "	4 ⁷ / ₈ "
1/6 Page-horizontal	4 ⁵ / ₈ "	2 ³ / ₈ "

Printing: Web offset; four-color process.

Binding: Perfect bound.

Line screen: 150.

DIGITAL SPECIFICATIONS

File Formats: Digital files should be Mac-compatible as an Adobe Acrobat (pdf) or Adobe Illustrator (eps) file. Ads should be built to the exact sizes, with a border or background that meets the measurements.

Color/Photo Files: All images should be sized at 100% and 300dpi, in CMYK color mode. Photos should be saved as tiff or eps files; jpegs are not acceptable. All colors used must be set for CMYK process separation (i.e. no spot colors; any pantones must be converted to CMYK with separations). For large, solid black areas, use 60C-40M-40Y-100K. Please be sure to name any customized colors uniquely (e.g. not "new color").

Fonts: Files must have fonts embedded. Fonts otherwise not embedded must be included—both screen and printer. Please use the appropriate screen font—hence not the style bar—for **bold** and *italic*.

File Submission: Files should be accompanied by an ad proof and may be emailed to rita@explorepublishing.com as an attachment (if under 10mb), or uploaded to our ftp site. Please contact rita@explorepublishing.com if you should require ftp instructions.

CLOSING DATES

Space Reservation Deadline: 05/15/2011 | Ad Materials Due: 6/30/2011 | Publication Date: July 2011

For further information, please call (650) 366-6099.

