

the/print ad specs

PRINT AD SIZES

Full page with bleed	Bleed: 10.5 x 14 in. Trim: 9.75 x 13.25 in. Safety: 8.75 x 12.25 in.
Full page no bleed	8.75 x 12.25 in.
Half page vertical	4.25 x 12.25 in.
Half page horizontal	8.75 x 6 in.
Quarter page	4.25 x 6 in.
Eighth page	4.25 x 2.875 in.

AD FILE SPECS

1. All artwork, including images within artwork, must be in **CMYK mode or grayscale mode ONLY**.
2. Solid blacks must be **100% black (C0 M0 Y0 K100)**, never rich or 4-color black, especially text. No refunds are given for registration issues.
3. All fonts must be embedded.
4. Images must be **300 dpi TIFFs** at 100% of final placement size. Images must be embedded. No Open Prepress Interface (OPI) images may be used.
5. **NO CROP MARKS** of any kind. Any file sent with crop marks must be accompanied by a file with none.
6. 20% dot gain for grayscale images.
7. If advertisements do not meet file specifications, client will be billed \$35 per hour with a one hour minimum for necessary adjustments.

FORMAT FOR SUBMISSION

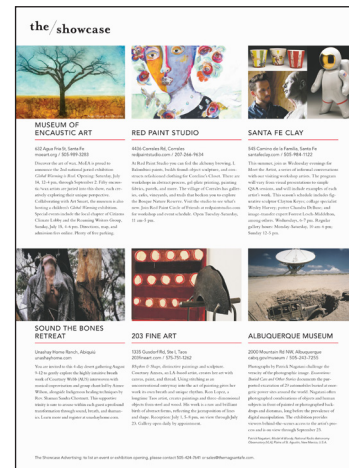
Submit Press Quality PDF files (PDF/X-1a preferred) to production@themagsantafe.com.

THE IN-HOUSE AD DESIGN

Fees are dependent on the size and complexity of each ad, but are generally \$150 per ad with up to 3 rounds of revisions. Advertiser must deliver the following for new ad designs:

1. Copy must be sent in a Word document attachment.
2. Logo as a high res TIFF or EPS.
3. Image(s) as high res TIFF.
4. Mock-up or example(s) of ads that you like.

Send items to production@themagsantafe.com.



SHOWCASE LISTINGS

Advertiser is responsible for delivering:

1. Business title, address, phone number, and website.
2. No more than **85 words** of copy describing the event or exhibition, including all titles, dates, and times. Copy that exceeds 85 words will be returned to be edited.
3. One image only. Image must be a **300 dpi TIFF**. Images may not contain logos or graphics. Images must be horizontal rectangles or images that may be cropped to horizontal.

Showcase Policies: *The Magazine* is not liable for errors in submitted ads and texts. Showcase text will be edited to conform with *The Magazine's* style guide. Advertiser will receive final approval on proofed text. *The Magazine* may make changes to page design as necessary without notice.

FORMAT FOR SUBMISSION

Send items 1-3 to production@themagsantafe.com.

FREE AD TEMPLATES

Ad templates created by our design staff are perfect for populating with your unique image and message, free of charge. Request ad template options to choose the option that best fits. Advertiser must deliver the following for ad template:

1. Logo as a high res TIFF or EPS.
2. Image(s) as high res TIFF.
3. Exhibition/event title and dates, if applicable.

Send items to production@themagsantafe.com.