



AD PRODUCTION GUIDELINES

MECHANICAL SPECIFICATIONS

Printing: Web offset; four-color process.

Binding: Perfect bound.

Line screen: 150.

Trim Size: 8-3/8" x 10-7/8"

Full Page Bleed Size: 8-5/8" x 11-1/8"

Full Page Live Area: 7-7/8" x 10-3/8"

DIGITAL SPECIFICATIONS

Files: Digital files should be Mac-compatible in CMYK. Quark XPress, Adobe Photoshop, Adobe Acrobat and Adobe Illustrator files are accepted. Supporting images should be at 300dpi. Files can be sent on CD or via the Internet (see right).

Fonts: All fonts not embedded—both screen and printer—must be included, with appropriate screen font for bold and italic weights. (please do not use the style menu or style bar for **bold** and *italic*.)

Graphics: Please include all used graphics. Images should be at 300 DPI, converted to CMYK, and sized at no more than 100%.

Please supply an ad proof with crop marks.

PUBLICATION:

Explore the Peninsula 2007

AD SIZES (WIDTH x HEIGHT)

Full page	7"	10"
Full page-bleed	8.625"	11.125"
2/3 Page	4.625"	10"
1/2 Page - vertical	4.625"	7.375"
1/2 Page - horizontal	7"	4.875"
1/3 Page - vertical	2.125"	10"
1/3 Page - horizontal	4.625"	4.875"
1/6 Page - vertical	2.125"	4.875"
1/6 Page - horizontal	4.625"	2.375"

DEADLINE

Materials Due January 31, 2007

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MAIL TO: Explore Publishing
Attn: Rita Vanderaa
617 Veterans Blvd, Suite 213
Redwood City, CA 94063

EMAIL TO: If under 10mb, files can be emailed to: rita@explorepublishing.com. Larger files can be uploaded to our ftp site. Please call for instructions.

QUESTIONS?

Please call Rita at (650) 366-6099, ext 11.