

AD SPECIFICATIONS

EXPLORE THE PENINSULA 2010

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 in Quark XPress, Adobe Photoshop (tiff or eps, flattened), Adobe Acrobat (pdf) or Adobe Illustrator (eps) files. 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: Illustrator (eps) and Acrobat (pdf) 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: 05/15/2010 | Ad Materials Due: 05/21/2010 | Publication Date: June 2010

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

