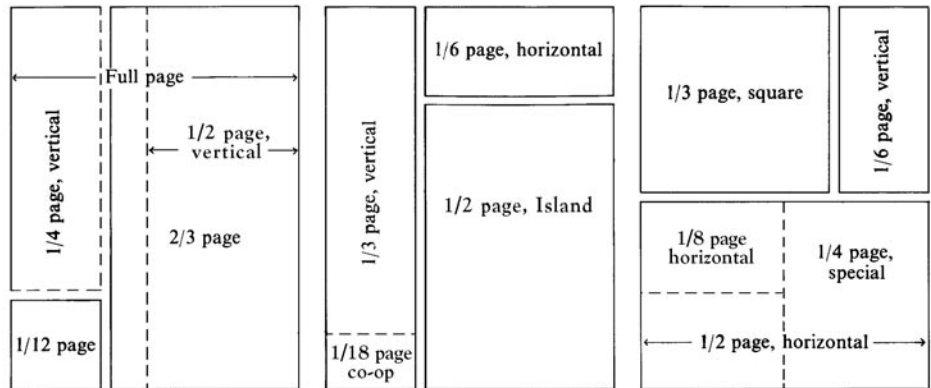


# CENTRAL SIERRA Seasons

# ADVERTISING SPECIFICATIONS

*the Region's Best Advertising Value*

Central Sierra Seasons Magazine showcases the best of our region  
Join the showcase and be one of the region's best!



## MECHANICAL SPECIFICATIONS

Central Sierra Seasons Magazine is printed heat-set web offset using the latest technology in digitally imaged 150-line computer-to-plate processes.

Camera-ready art is acceptable for black and white ads which require no halftone screens. Other ads must be submitted in digital format.

## DIGITAL REQUIREMENTS

### **Mac Formats Preferred**

Acceptable formats are: **PDF, TIFF** or **EPS**. Files should be 300 dpi, CMYK with fonts and images embedded. Any placed images should be at 100%, 300 dpi and CMYK. Please do not submit native application files such as Quark, Illustrator etc. **Illustrator EPS** files are acceptable if fonts are outlined and all images are embedded at 300 dpi. **Adobe Photoshop** color ads should be CMYK, note that fine black type should not be built of all 4 colors. Files converted to PDF should be saved for high resolution printing.

- **Line Art or Bitmap Scans**- 1200 dpi, placed in document at 100%.
- **Color and Greyscale Scans**- 300 dpi, saved as Photoshop tiff, color converted to CMYK, placed in document at 100%.
- **Proof**- laser separation printout or color ink jet.

### WINDOWS/PC FORMATS

Files saved for Macintosh in the above formats.

### WE DO NOT ACCEPT:

Quark, Freehand, Pagemaker or Corel Draw documents (convert to EPS or PDF). Word processing or Microsoft Office documents are not intended for press quality printing, nor are PDFs made from these applications.

### ACCEPTABLE MEDIA:

- ZIP cartridges (100 & 250MB), CD or DVD
- **Emailed Files**- Send to [info@sierraseasons.com](mailto:info@sierraseasons.com). Files over 2 MB should be mailed on above media or uploaded through a service such as YouSendIt.com.

### CHARGES:

Ads that require reformatting will be billed at \$50 per hour, \$25 minimum.

## DISPLAY AD SIZES

SIZE	WIDTH	DEPTH
Full Page, bleed	8.75"	x 11."
Full Page, trim	8.375"	x 10.75"
Full Page, live	7.5"	x 10."
2/3 Page	4.875"	x 10."
1/2 Page, horizontal	7.5"	x 4.875"
1/2 Page, vertical	3.625"	x 10."
1/2 Page, island	4.875"	x 7.437"
1/3 Page, square	4.875"	x 4.875"
1/3 Page, vertical	2.312"	x 10."
1/4 Page, special	3.625"	x 4.875"
1/4 Page, horizontal	4.875"	x 3.625"
1/4 Page, vertical	2.312"	x 7.437"
1/6 Page, vertical	2.312"	x 4.875"
1/6 Page, horizontal	4.875"	x 2.312"
1/8 Page, vertical	2.312"	x 3.625"
1/8 Page, horizontal	3.625"	x 2.312"
1/12 Page, square	2.312"	x 2.312"
1/18 Page co-op	2.312"	x 1.437"

## PUBLICATION SERVICES

Central Sierra Seasons Magazine high-quality printing opens possibilities for your advertising which are not available in local newsprint publications, from exceptionally bright full-color photographs to fine black and white photographs and detailed logo art. Take care to be sure the best ad materials are provided for publication.

Our ad sales representative can work with your agency, designer and printer, or with our art department. Our type-setting, design and layout is billed at \$50 per hour, \$25 minimum. Mechanicals, artwork or photography requiring outside services will be billed at cost plus 10%.

## PUBLICATION DATES

**Winter/Spring:** Advertising space deadline is September 30, for publication release before the Thanksgiving holiday in November. No-proof deadline for materials is October 15.

**Summer/Fall:** Advertising space deadline is March 31, for publication release before the Memorial holiday in May. No-proof deadline for materials is April 15.