

# AD SPECS | Sun Valley Magazine

Have your ad designer review the following guidelines prior to sending your ad in order avoid additional production charges. All materials submitted should be clearly labeled with your company's name. See submittal instructions below.

## FILE FORMATS

*Sun Valley Magazine* prefers ads to be submitted as final high-res CMYK PDFs. All PDF files must meet PDF/X-1A standards at 300 dpi. Spreads must be submitted as two single-page PDF/X-1A files. Link all high-resolution images and fonts in the native application file before creating the PDF. All fonts must be fully embedded. *Sun Valley Magazine* also supports files created in the following programs: Adobe InDesign, Photoshop or Illustrator. All files should be collected with fonts and images. Quark Xpress files will not be accepted.

## IMAGE RESOLUTION

Digital photographs/continuous tone images should be 300 dpi; line art/illustrations should be 1200 dpi. (Please do not use images from the web as they do not meet these specifications.) Do not resample a file larger than its original size.

## IMAGE FORMATS

Images must be saved in a TIFF or EPS format in CMYK. Do not apply LZW or JPEG compression to your images or send DCS or pre-separated files (all image files must be in a composite format).

## COLOR SPECIFICATIONS

All colors used in the file should be defined as process/CMYK. We will not accept RGB. All RGB files will be converted. Do not use spot colors. *Sun Valley Magazine* will not be responsible for color reproduction.

## DESIGN FEE

Minimum ad change: \$25  
 Design, composing and typesetting: \$75/hour  
 Image scan: \$65 per image  
 Proportional resize fee: \$75

## HOW TO SUBMIT

**CD:** Files of any size may be sent to: Sun Valley Magazine, 111 First Avenue North, Suite 1M, Hailey, ID 83333.

**FTP:** Files of any size may be sent to our FTP site.

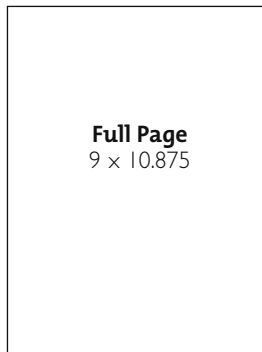
ftp.svmftp.com  
 username: svmguest  
 password: guest1

Please contact your advertising representative for further instructions on the FTP site.

**EMAIL:** Files in PDF format or compressed smaller than 5MB can be emailed to your sales representative.

## DOCUMENT SIZE & BLEED

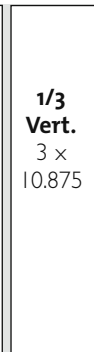
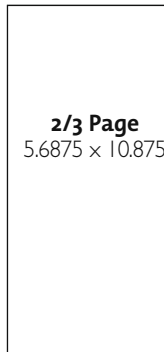
Document sizes must be the same as the final trim size (example: 9" x 10.875" for a full page ad). Extend any elements that require a bleed onto the pasteboard for at least .25 inches beyond trim (full page, 2/3 page and 1/3 vertical ads all require a bleed).



Bleed area must be .25 inches beyond trim.  
 Text area margins: .5 inches

### FULL PAGE

Trim Size: 9 x 10.875  
 Bleed Size: 9.5 x 11.375  
 Live Area: 8.5 x 10.375  
 (Keep all text within this area)



### 2/3 PAGE

Trim Size: 5.6875 x 10.875  
 Bleed Size: 5.9375 x 11.375  
 Live Area: 5.1875 x 10.375  
 (Keep all text within this area)

### 1/3 VERTICAL

Trim Size: 3 x 10.875  
 Bleed Size: 3.25 x 11.375  
 Live Area: 2.5 x 10.375  
 (Keep all text within this area)

**1/2 VERTICAL**  
 5.1875 x 7.375

**1/6 HORIZONTAL**  
 5.1875 x 2.309

**1/2 HORIZONTAL**  
 7.875 x 4.847

**1/6 VERTICAL**  
 2.5 x 4.847

**1/3 HORIZONTAL**  
 5.1875 x 4.847

