



## 2008 Advertising Specifications

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Advertising materials must be submitted via digital media according to the guidelines presented below. We offer ad copywriting and preparation services.

### Size specifications (all dimensions in inches)

- Trim size: 8 inches wide x 10 7/8 inches deep. Note that live matter must be kept 1/2 inch from all trim edges.
- Double-page spread: Bleed, 16 1/4 W x 11 1/8; non-bleed, 15 W x 10.
- Full page: Bleed, 8 1/8 W x 11 1/8 (includes 1/8 trim top and bottom and one side); non-bleed, 7 W x 10.
- Fractional ads:
  - 2/3 vertical, 4 1/2 W x 10
  - 1/2 horizontal, 6 3/4 W x 4 7/8
  - 1/2 vertical, 3 3/8 W x 10
  - 1/2 island, 4 1/2 W x 7 1/2
  - 1/3 vertical, 2 1/4 W x 10
  - 1/3 square, 4 1/2 W x 4 7/8
  - 1/3 horizontal, 6 3/4 W x 3 1/4
  - 1/4 vertical, 3 3/8 W x 4 7/8
  - 1/4 horizontal, 6 3/4 W x 2 3/8
  - 1/6 vertical, 2 1/4 W x 4 7/8
  - 1/6 horizontal, 3 3/8 W x 3 1/4

### Media

- We accept CD-ROMs
- Digitally supplied color ads require a color-accurate proof (e.g., Iris, Kodak Approval, etc.) made from the supplied file—this for color-matching. **We can not guarantee your expected color without a proof.**
- Laser proofs are only acceptable for gray-scale ads.

### File format

- Preferred: PDF/X-1A and TIFF/IT-P1  
Additional file formats: TIFF, EPS.
- All fonts in EPS files must be converted to outlines.
- Any art or production work necessary to complete the preparation of an ad is subject to supplemental charges. Please ask us for a quote.

### Artwork

- Artwork should be CMYK or gray-scale.
- Artwork should be at least 300 dpi at 100% size. Line art should be 1200 dpi at 100% size.

### Fonts

- Type 1 PostScript fonts. Include all fonts (printer and screen).
- Please use specific fonts for italic and bold (e.g., if using Times, use Times Italic and/or Times Bold fonts, rather than choosing "italic" or "bold" from the style palette).

### Send materials to:

Susie Carahalios  
Carahalios Media  
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Morrison, CO 80465  
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[susie@carahaliosmedia.com](mailto:susie@carahaliosmedia.com)

### Final Dates for Materials Delivery

Quarter 1 2008.....March 4  
Quarter 2 2008.....July 3  
Quarter 3 2008.....October 15  
Quarter 4 2008.....December 19