

AD DIMENSIONS

Note: The ad sizes below reflect actual live image area on page and include border

FULL PAGE
TRIM SIZE
8.25" W x 10.75" H

BLEED SIZE
8.5" W x 11.0" H

- Keep live matter 0.5" from trim on top, bottom and sides

1/3 VERTICAL
2.25" x 9.5"

2/3 PAGE
4.75" x 9.5"

1/2 horizontal
7.25" x 4.625"

1/6 horizontal
4.75" x 2.125"

1/2 VERTICAL
4.75" x 7.125"

1/4 PAGE
3.5" x 4.625"

1/6 V
2.25" x 4.625"

1/3 SQUARE
4.75" x 4.625"

GENERAL REQUIREMENTS

- PDFX-1a- Preferred format for file submissions
- Acceptable file formats - MAC compatible files only
- Software: Adobe Creative Cloud used for ad creation
- Vista Media Inc. recommends that PDF files be created using Acrobat Distiller. Version 5 is the earliest version of Distiller supported. Note: Exporting files directly from InDesign to PDF format, rather than through Acrobat Distiller may result in dropped or altered transparencies
- If a PDF cannot be provided, an InDesign file may be submitted. All files must be linked to the document and follow general requirements (listed below). Ads created in Quark must be submitted as a PDF. Ads created in Microsoft Publisher, PowerPoint or similar programs are not supported
- Ad submissions should be built and supplied at 100% of ad size, no rotations
- Use only Type 1 postscript fonts, multiple master or truetype fonts are not acceptable
- Do not nest PDF files in other PDF files
- Do not nest EPS files in other EPS files
- Do not imbed ICC profiles within images
- All images should be hi-res, 300 dpi; 72 dpi images from a web site are not acceptable.
- Line art should be a minimum of 1200 dpi. All images should be scanned and placed at in document at 100%
- All color must be supplied as process (CMYK). Any Pantone colors, spot colors or non - CMYK elements (logos, graphics) must be converted to CMYK. A file should not contain RGB, LAB or OPI data. Any color not supplied as CMYK, will be overwritten and converted

during processing. Vista Media Inc. assumes NO responsibility for reproduction of color not supplied in CMYK format

- Line screen: 150
- Per SWOP standards, four-color solids should not exceed a density of 300%. Use of rich black (60% C and 100% K) is recommended. Any required image trapping should be included in submitted file
- Limit length of file names, and do not include illegal characters such as colons, slashes, symbols (&, /, :, -#) in the file name
- A SWOP certified proof, complete with color bars should accompany all ad submissions for comparison to PDF file. Publisher accepts no liability for files submitted without SWOP proof
- Trim and bleed marks should be included on all files

AD PRODUCTION

- Vista Media Inc. will produce an ad for usage in our publications if client cannot provide a standard PDF file.
- Client must provide ALL pieces necessary for production of the ad, including text, images and related logos. All logos and images must be 300 DPI - no 72 DPI images from web sites may be used
- Client will receive up to three proofs, including an initial proof, a revised proof and a final proof for approval. Any additional proofs will incur production charges. No ad may run in an issue without approval

OTHER AD SIZES:

- 1/8 Page ads are: 3.5" x 2.25"
- 1/12 ads are: 2.25" x 2.125"
- 1/24 ads are: 2.25" x 1"

FULL PAGE & SPREADS ONLY

- **Trim size** is (8.25" wide) x (10.75 deep)
- **Bleed size** for a full page is 8.5" wide by 11.0" deep
- Keep live matter 0.5" from trim on top, bottom and sides
- **Gutter bleeds:** Live matter should be held 0.25" from each side of gutter on spreads to allow for bindery
- **Spreads:** please contact us for more information

ACCEPTED MEDIA:

E-mail - Files which are 3 MB or smaller may be emailed

Internet - Larger files may be shared via Dropbox (please contact us for additional information)

PLEASE SEND CREATIVE TO:

JANETTE SPENCER

SENIOR ART DIRECTOR

JSpencer@vistamediainc.com