

DIGITAL SPECIFICATIONS

AD SIZE	WIDTH	DEPTH
2-Page Spread w/ Bleed	17.25"	11.25"
Full Page w/ Bleed	8.875"	11.25"
Trim Size	8.375"	10.75"
Live Matter	7.1667"	9.1806"
<i>All copy and logos MUST be at least .375" away from edge of page trim size.</i>		
2/3 Page Vertical	4.6944"	9.1806"
1/2 Page Vertical	4.6944"	6.8231"
1/2 Page Horizontal	7.1667"	4.4654"
1/3 Page Vertical	2.2222"	9.1806"
1/3 Page Square	4.6944"	4.4654"
1/4 Page Vertical	3.4583"	4.4654"
1/6 Page Vertical	2.2222"	4.4654"
1/6 Page Horizontal	4.6944"	2.1077"

SEPTEMBER CUSTOM CONTENT

2-Page (TWO PHOTOS INCLUDED)	(250 words max)
Full Page (1 PHOTO SUPPLIED BY ADVERTISER)	(125 words max)
2/3 Page (1 PHOTO SUPPLIED BY ADVERTISER)	(75 words max)
1/2 Page (1 PHOTO SUPPLIED BY ADVERTISER)	(50 words max)
1/3 Page (1 PHOTO SUPPLIED BY ADVERTISER)	(35 words max)
1/6 Page (1 PHOTO SUPPLIED BY ADVERTISER)	(20 words max)

POLICIES

CREDIT

Advertisers or agencies are required to fill out a credit application. Full payment is due within 30 days of invoice date. No credit will be extended to advertisers with a balance due over 60 days. A service charge of 1% per month will accrue on all account balances over 30 days.

DIGITAL SUBMISSION

MATERIAL SPECIFICATIONS

Advertising must be submitted in digital format. All images and elements must be placed at 100% in CMYK to SWOP standards with a minimum resolution of 300 dpi (PSD, TIF, or JPEG).

MEDIA

DVD or CD-ROM (ISO 9660 format). Media will be returned two weeks following the publishing date, upon request only.

DATA FORMATS

PDF x1a files only.

FTP UPLOADS

Please contact your sales representative.

PROOFS

Supplied ads are accepted with the understanding that the advertiser has provided a properly calibrated approved proof and will be forwarded to the press as a guide. If no proof is supplied, a color printout will be provided to the press. Please note, due to variations in monitors and printers, final printed color may not be an identical match. Halftone proofs are available to all advertisers, designers, or agencies at \$50 per page.

AD DESIGN

DESIGN CONSIDERATIONS

Hairline rules and reverse type (under 8 pt., particularly serif fonts) tend to fill in on press and are not recommended. Black backgrounds, in 4-color advertisements, should have under-color added: 50% cyan, 40% magenta, 40% yellow, 100% black; or 2-color black: 60% cyan, 100% black.

PRINTING

Web offset on 60-lb. coated free-sheet to SWOP standards. Dot variation of 4% per color (cyan, magenta, yellow, and black) are within SWOP standards. Publisher is not liable for any color variations within SWOP standards.

REPRESENTATIVES

For more information about advertising, please contact your sales representative.

760-325-2333

Jim Doyle
ext 221

Paulina Larson
ext 286

Michael Mathews
ext 236

Kathi Pettersen
ext 220

Kim Renstrom
ext 247

Julie Rogers
ext 255