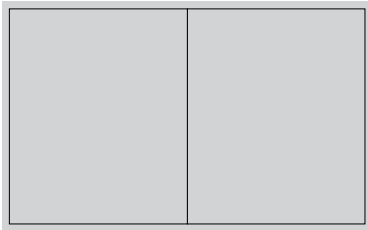
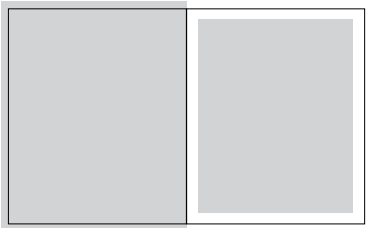


# ad specs

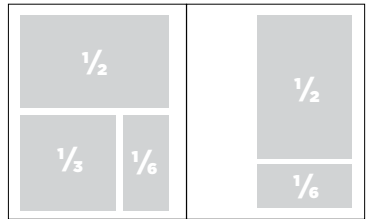


**2-page spread:** 18 x 10.875  
**With 0.125" Bleed:** 18.5 x 11.125  
All live matter must be 0.125" from trim



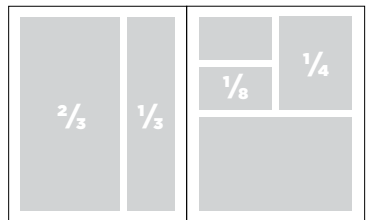
**Full Page:** 9 x 10.875  
**With 0.125" Bleed:** 9.25 x 11.125  
All live matter must be 0.125" from trim

**Full Page Without Bleed:** 8 x 10



**1/2 Horizontal:** 7.625 x 4.875  
**1/3 Square:** 4.875 x 4.875  
**1/6 Vertical:** 2.5 x 4.875

**1/2 Vertical:** 4.875 x 7.5  
**1/6 Horizontal:** 4.875 x 2.5



**2/3 Vertical:** 4.875 x 10

**1/3 Vertical:** 2.5 x 10\*  
*\*Dining Guide Only*

Special Ad Sections Only:  
**1/6 Horizontal:** 3.75 x 2.375  
**1/4 Vertical:** 3.75 x 4.875

## MECHANICAL SPECIFICATIONS

Our staff utilizes Adobe Creative Suite 6. Any of the following layout files are acceptable: Adobe InDesign (\*.indd), Photoshop (\*.psd, \*.tif, \*.jpg, \*.eps), Illustrator (\*.ai, \*.eps, \*.pdf) and Acrobat (\*.pdf). We can also accept non-working files of \*.tif, \*.jpg, \*.eps and \*.pdf format. Note that changes cannot be made to these files once received. Non-working files must have all text converted to outlines or all fonts embedded, and all images embedded.

## FILE SETUP

Set document dimensions to the correct size of the ad. It is not necessary to include printer marks such as crop, bleed and registration marks or page information.

Magazine Trim size: 9 x 10.875  
Bleed Dimensions: 9.25 x 11.125  
All live matter must be 0.125" from trim

All images must be at least 300 dpi.

Ads submitted as a flattened \*.jpg should be created at 600 dpi to ensure the text appears crisp.

## COLOR

All colors appearing in your ad must be built from process colors CMYK. All spot color should be converted to process CMYK.

Advertisements are accepted with the understanding that Innovative Designs and Publishing will make reasonable efforts to match color specifications. However, it does not guarantee color reproduction to be exact and will not rebate or adjust except where reproduction clearly diminishes its utility or effectiveness. Color is not an exact science and can appear differently in other publications due to difference in printers, in-line issues and paper stock.

## RICH BLACK CMYK MAKE-UP

C:75 M:63 Y:63 K:100

## COLOR PROFILE

North America Prepress 2  
Working CMYK - U.S. Web Coated (SWOP) v2