

PRODUCTION GUIDELINES

CAMERA-READY ART

Sacramento magazine encourages advertisers to supply materials but they must be compatible with our computer systems. The preferred format for camera-ready art is a PDF, 300 dpi or higher with embedded fonts. “Camera-ready art” is press-ready. This means that no adjustments or alterations to size, color or copy are necessary. *Sacramento* magazine is not responsible for any error in content provided by advertisers. Files that aren’t prepared according to our specifications are subject to additional production charges.

DISCLAIMERS/POLICIES

Sacramento magazine reserves the right to place a .25” border on any ad smaller than a full page. All ads placed in the magazine will run right side up unless prior requests have been filed with your advertising manager. Type below 6 points is not guaranteed for legibility. Color accuracy cannot be guaranteed unless a MatchPrint or other industry-standard proof is submitted. We can provide you with one of our in-house proofs to verify color if desired. Please contact your advertising manager for more information.

CREATIVE SERVICES

Sacramento magazine can design and produce your ad. Our talented and experienced designers can create an ad with just the right look for you—without draining your bank account. Contact your advertising manager for an estimate.

GENERAL REQUIREMENTS

Ads or materials to create ads should be submitted electronically. Files that are 10MB or smaller can be e-mailed. Files that are larger must be uploaded to our FTP site, mailed in on disc or sent via a web service that allows large files such as yousendit.com or sendbigfiles.com.

IMAGES

We cannot accept web images or internet screen images. Digital photos should be 300 dpi minimum at printed size. Acceptable file formats for photography are TIFF, JPG or EPS only. Other electronic art should be vector-based EPS files or native-format files created in InDesign, Illustrator or Photoshop.

FONTS

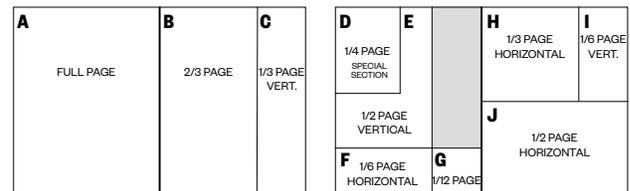
Copies of fonts used for any ad must be provided in Mac Postscript or Open Type format. Please include both the printer and screen versions of the fonts.

TECHNICAL INFORMATION

MAGAZINE TRIM SIZE: 8.375” W X 10.875” H

Colors: 4/C Process (CMYK); Additional colors are available at an additional cost. Please contact your advertising manager for more information. **Black Backgrounds:** For any area to print solid black two square inches or larger, use intensified black in order to make it darker and more glossy. 100 black, 30 cyan, 30 magenta and 30 yellow works well. **Line Screen:** 150 lpi. **Printing Method:** SWOP standards apply. Web offset. **Maximum Ink Density:** 280% recommended. **Dot Gain:** Expect a 20% gain on press. **Binding:** Perfect bound. **Page Bleeds:** 1/8-inch on all sides. Ads submitted without sufficient bleed area are subject to reduction in order to fit live area size. **Live/Safe Area:** Keep live matter 1/4-inch inside of trim on the top and bottom and 3/8-inch from left and right trim. Please mark all ads with the appropriate crop marks. **Spread:** Supply as two separate pages. For type or images that cross over, we recommend a 1/8-inch duplication on each page in the gutter. Call Advertising Designer or Production Manager with any questions at 916-426-1720.

AD SIZES



- A** FULL PAGE: **8-3/8" X 10-7/8"** (TRIM) OR 7" X 10" (NONBLEED)
FULL PAGE BLEED: **8.625" X 11.125"** (TRIM+ 1/8" BLEED)
- B** 2/3-PAGE: **4-5/8" X 10"**
- C** 1/3-PAGE: **2-1/4" X 10"** (VERTICAL)
- D** 1/4-PAGE: **3.75" X 4.875"** (SPECIAL SECTION)
- E** 1/2-PAGE: **4-5/8" X 7-7/16"** (VERTICAL)
- F** 1/6-PAGE: **4-5/8" X 2-5/16"** (HORIZONTAL)
- G** 1/12-PAGE: **2-1/4" X 2-5/16"**
- H** 1/3-PAGE: **4-5/8" X 4-7/8"** (HORIZONTAL)
- I** 1/6-PAGE: **2-1/4" X 4-7/8"** (VERTICAL)
- J** 1/2-PAGE: **7" X 4-7/8"** (HORIZONTAL)

FRACTIONAL BLEED SIZES

If you would like to bleed your ad off the page, please use the following sizes to determine the correct size. Bleed dimensions include bleed area. 1/8-1/4-inch will be trimmed or cropped off at all four sides. Keep all live matter at least 3/8-inch from each of the four sides.

- B** 2/3-PAGE: **5-1/2" X 11-1/8"**
- C** 1/3-PAGE: **3-1/8" X 11-1/8"** (VERTICAL)
- E** 1/2-PAGE: **5-1/2" X 8-1/4"** (VERTICAL)
- J** 1/2-PAGE: **8-5/8" X 5-5/8"** (HORIZONTAL)