

2018 Concierge Wine Country Ad Materials Specs

Publication:	<i>Concierge</i> visitors guides
Printing:	Web offset—SWOP standards apply
Binding:	Perfect bound
Trim size:	8 ¼" x 10 ¾"
Full-page bleed:	Extend bleed ⅛" beyond trim on all sides
Full-page bleed safety:	Type and other image area not intended to bleed or trim must be held at least ¼" in from trim

The following advertising materials specifications facilitate quality control of magazine printing on high-speed web presses. All requirements are based on Specifications for Web Offset Publications (SWOP).

All ads must be four-color process: cyan, magenta, yellow, and black. If a PMS color is desired, special arrangements must be made and additional specifications provided before submitting ad materials. All Pantone Matching System series color requests incur additional charges over the four-color rate. Specify matched colors from the PMS series, including the 800 series metallic and fluorescent inks. Publisher reserves the right to match special color requests with process inks.

Anticipate a 24 percent dot gain, +/-4 percent, as measured in the 50 percent target 150-line screen and prepare material accordingly. Total four-color dot density should not exceed 280 percent with no more than one solid color. Maximum screen density for any color: 85 percent; a required value over 85 percent should be made solid. Total two-color dot density in any area: 170 percent, with no more than one solid.

Digital Specifications

Diablo Publications is a Macintosh format Computer to Plate (CTP) environment and Adobe InDesign is the primary page layout program used. PDF/X-1a and Macintosh formatted InDesign documents submitted on disk (CD or DVD) with a high-quality hard copy SWOP-standard proof are the preferred advertising material formats. If the document cannot be readily opened, or its components are substandard, the disk will be returned. **All ads must be sized exactly and fractional ads must be bordered, or charges may apply.** Clients will be advised of appropriate production charges that apply if a disk does not meet specifications.

Acceptable Processed File Formats:

PDF: PDF/X-1a is the preferred PDF format. PDF version must be 1.3 (Acrobat 4.0 compatible) and images CMYK and between 200–400 ppi at 100% of final image size used.

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Acceptable Native File Formats:

InDesign: Version CS3, CS4, CS5, or CS6 preferred.

Illustrator: Version CS3, CS4, CS5, or CS6 preferred.

Photoshop files are acceptable for images only. Ads created in Photoshop are not advised and charges may apply.

When submitting ads in Native File Format, include all fonts and high-resolution images with the file. All images must be a minimum of 200-400 ppi at 100% of final images size used.

Native File Format ads created in PC Programs other than InDesign, QuarkXPress, or Illustrator may be incompatible and production fees may be charged to convert the ad to a usable format. Also, use only standard Adobe fonts in PC Native File Format ads—the use of uncommon fonts may render the Native File Format PC document unusable.

Proof Requirements

We recommend a hardcopy high-quality digital proof that meets SWOP specifications (e.g. Kodak Approval, Epson Proof or other SWOP-standard composite proof) accompany all materials submitted electronically or on disc. Color match attempts are not guaranteed when a substandard proof is provided—color printer output is not acceptable for color match. For full-page ads, if a SWOP-standard proof is not supplied, one can be made at a cost to the advertiser of \$20.

Shipping Instructions

Pack disk to prevent breakage during shipment. Proofs must accompany all materials and should not be folded across illustrations. Contents of the package should be identified on the outside with publication name and date.

Ship materials to: Advertising Production Coordinator, Diablo Publications, 2520 Camino Diablo, Walnut Creek, CA 94597. Include a copy of the insertion order with materials.

Speak to your Advertising Production Coordinator for FTP electronic ad file submission instructions.

Materials Return

Camera ready advertising materials will not be returned unless requested.

Advertising Unit Dimensions	Width	Height
2-page spread, trim	16 1/2"	10 3/4"
Full-page, non-bleed	7 3/8"	9 3/4"
2/3-page, vertical	4 13/16"	9 3/4"
1/2-page, horizontal	7 3/8"	4 13/16"
1/4-page, square	3 5/8"	4 13/16"

Questions?

Further questions can be addressed to the Advertising Production Coordinator at (925) 943-1111 or email at general@maildiablo.com.

