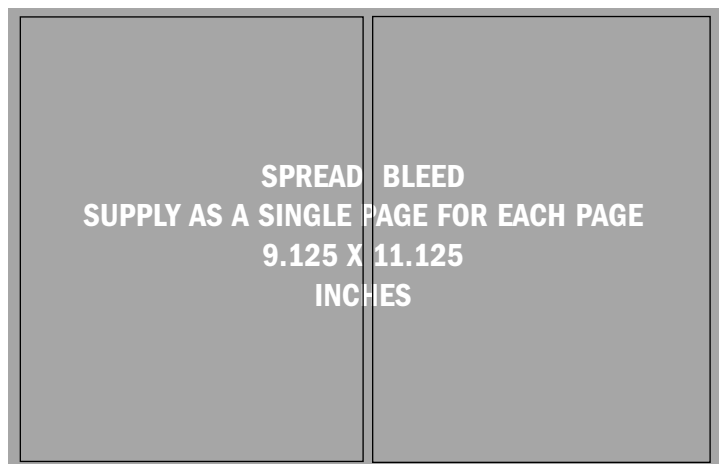
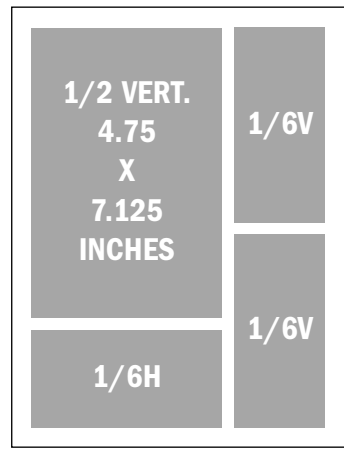
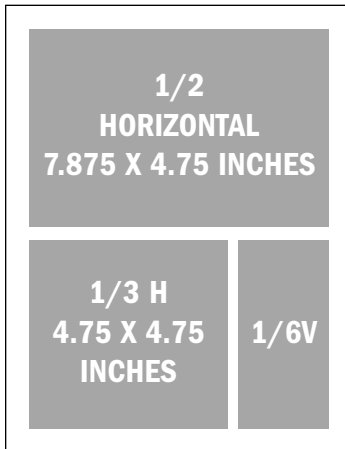
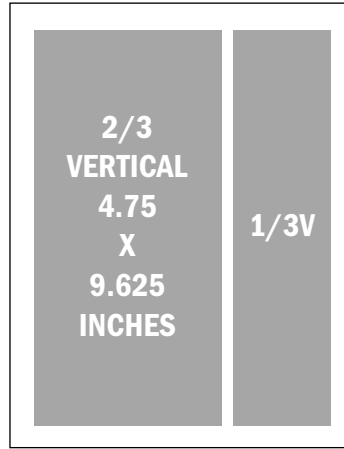
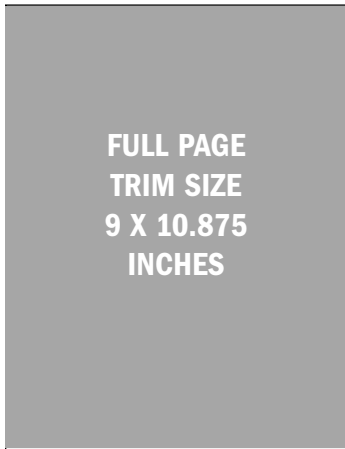


Ad Sizes



AD DIMENSIONS

AD SIZES

Full page	9" x 10-7/8"
2/3 vertical	4-3/4" x 9-5/8"
1/2 horizontal	7-7/8" x 4-3/4"
1/2 vertical	4-3/4" x 7-1/8"
1/3 square	4-3/4" x 4-3/4"
1/3 vertical	2-7/8" x 9-5/8"
1/6 horizontal	4-3/4" x 2-3/8"
1/6 vertical	2-7/8" x 4-3/4"

BLEED

Full page	9-1/4" x 11-1/8"
2/3 vertical	5-3/8" x 11-1/8"
Spread	2 pgs 9-1/8" x 11-1/8" no bleed in gutter

TRIM

Full page	9" x 10-7/8"
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All fractional ads with bleed must have approval. Please supply all ads in pdf format.

PRODUCTION COSTS

Four Color Scan	\$55
Color (SWOP approved) Proof	\$35
Photoshop, Design or Layout	\$80 an hour
Ad Revisions	\$50
Ads Collected on Disc	\$25
Pdf conversion	\$25

SHIP AD MATERIALS TO

Aspen Sojourner
 411 East Main Street, Suite 205
 Aspen, CO 81611
 Attn: Jo Brumet, Production Manager
 For technical questions, call:
 970.925.7809 x10

ADS UNDER 5 MB EMAIL:

jobrumet@aspensojourner.com
 or request ftp site instructions

Production Specifications

ALL ADS MUST BE SUBMITTED AS PDF FILES

GUIDELINES FOR CREATING PDF'S:

HI-RES: All images should be high resolution. Use 300 dpi for photos/images and 1200 dpi for bitmap files.

FONTS: All fonts must be embedded.

HI-RES: Use CMYK colors, no spot colors. Convert all RGB files to CMYK. SWOP standards apply, and maximum ink density should not exceed 300%. Rich blacks should be built cmyk as 40-30-30-100.

TRAPPING: Set trapping on native files to ensure knockouts and overprints print correctly. We recommend setting your trapping preferences to Knockout All. Trapping issues with In-Design files can be avoided by opening your pdf in Illustrator or Photoshop and flattening as an eps or tiff file before submitting. Make sure all fonts are outlined in Illustrator.

BLEEDS: All full-page ads must include an 1/8" bleed. Your full-page ad must be sized to 9" x 10-7/8". Spreads must be supplied as single pages. All fractional bleed pages must have publisher approval.

PROOFING: One contact proof—Kodak, Imation matchprint, or SWOP approved proof—must accompany the file. Aspen Sojourner will not guarantee correct color match to other proof brands and/or inkjet/laser outputs. You will be charged \$35 for a color proof if one is not provided.

DISTILLER SETTINGS: Use pdfx-1a setting as your distiller setting or see settings windows to the right. Include all printer registration and crop marks. We recommend that you turn OPI and Hyperlinks off in Quark/pdf preferences.

PAGE SIZE: All full-page ads must be sized to 9" x 10-7/8". Spreads must be supplied as two single pages. Please include crop and registration marks for all full page ads.

SPECIFICATIONS

BINDING METHOD: Perfect bound.

FULL-PAGE: Ads must be sized to the trim size 9" x 10 7/8", you must include crop and registration marks and include bleed 1/8" outside crop marks.

TRIM SIZE: 9" x 10-7/8".

GRIND-OFF: 1/8-inch.

BLEED: 1/8-inch on four sides.

PRINTING: Web Offset, SWOP standards apply.

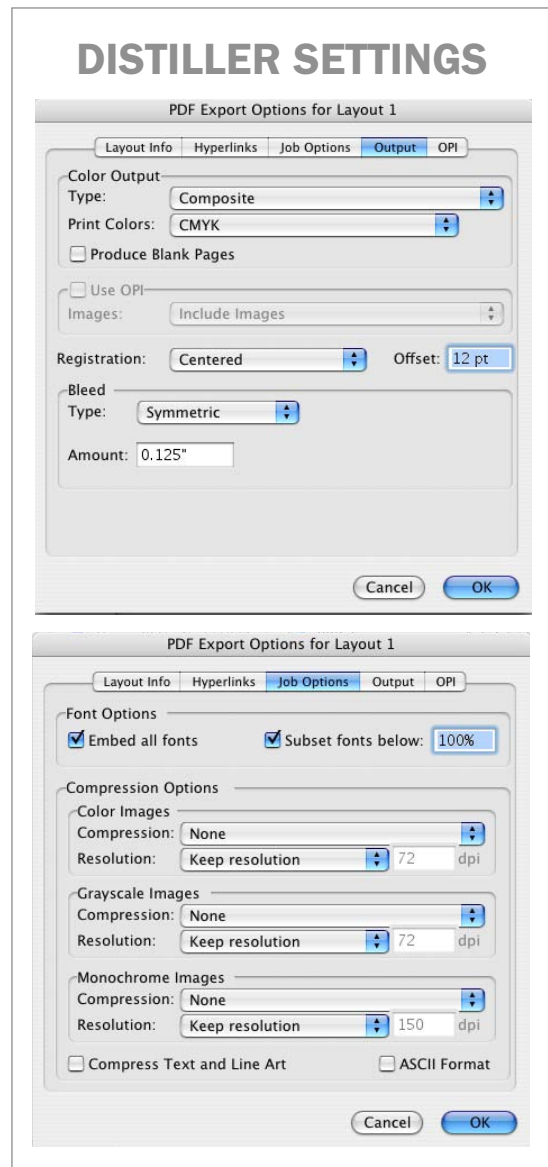
SCREEN RULING: 150 lines per inch.

LIVE MATTER: Please keep all live matter within a 1/4" from trim size edge.

DIRECT-TO-PLATE: All advertising must be supplied as electronic data.

ALIGNMENT: Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

ALL MATERIALS RECEIVED AFTER DEADLINE WILL BE SUBJECT TO \$100 BLUELINE FEE.



SWOP COLOR PROOF: You must provide a contact color proof with your ad that meets SWOP standards. You will be charged \$35 for a color proof if one is not provided. SWOP stands for Specifications Web Offset Publications. Because proofing devices can vary significantly relative to color reproduction, due to toner/pigment and paper/substrate differences, and because significant variations exist for monitor to proof, and for proof to press, color management techniques have been developed. SWOP proofs have been created so that the printer can match their printed color to the proof.

INSERTS: A mock sample must be sent to the Aspen Sojourner production department at the address below for bindery approval prior to the insert being printed. Shipping instructions for pre-prints are available upon request.