

Santa Barbara
SEASONS
 CELEBRATING LOCAL LIFE & CULTURE

ad specs

Ad Sizes	width x height	with bleed
Full page	7.75 x 10	9.25 x 11.125
2/3 vertical	5.125 x 10	6.25 x 11.125
1/2 horizontal	7.75 x 4.75	9.25 x 5.375
1/3 page	5.125 x 4.75	no bleed option

Trim size is 9" x 10.875"
 Artwork and text not intended to bleed should be .375 (3/8") from gutter and edges

AD SUBMISSION REQUIREMENTS

- Submit your ad in one of the following ways: flash drive, CD, email (6 MB or under), FTP site
- Please submit an Epson® or Matchprint® color proof with your ad. Desktop printers may not accurately reflect your file!
- Accepted file formats for ads are: Macintosh native files in InDesign, QuarkXpress 4.1 or higher (with linked CMYK pictures & fonts), Illustrator, Photoshop and high-res PDF files. Files created in PC format or any other program not listed above will need to be submitted in high-res PDF format only. Collect for Output or Flight Check is recommended.
- Digital files must be prepared at 300dpi/CMYK format. RGB or spot colors not accepted.
- Do not nest an EPS file within an existing EPS file.
- Missing fonts subject to substitution.
- PC FILES will not be accepted.

Questions/concerns about building your file, contact:
Beth Bornstein 564-8804 ext. 207 or beth@sbseasons.com.

PRODUCTION INFORMATION

Publisher provides design and production services at \$80 per hour. Manipulation of ad materials will be billed at \$80 per hour minimum.

Santa Barbara Seasons is printed CTP, web offset, on 60#, #3 gloss paper with 130# coated gloss stock with matte varnish.

All ad materials are handled with expert and professional care. Publisher is not responsible for damages.

We strive for the highest quality, as does our printer. However, due to variable conditions in the four color printing environment, perfect color matching cannot be guaranteed. Color variances stay within established SWOP (Standard Web Offset Printing) ranges.

Changes to an ad after the issue has shipped to the printer will incur substantial charges. An estimate will be furnished upon request.

PUBLISHERS NOTE: Advertising positioning is at the discretion of the publisher unless specifically contracted. Santa Barbara Seasons is not responsible for any errors or omissions in constructed advertising and is not responsible for original materials left in its possession three months after the last insertion. The return of such materials should be requested in writing. Cancellation of any contract will not be accepted without a written notice 60 days prior to the issue date.