

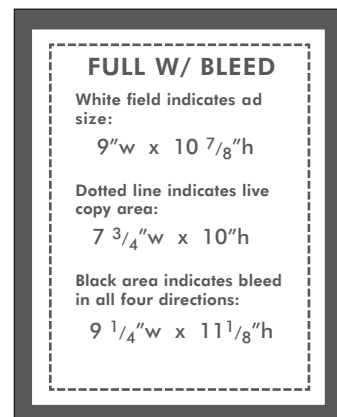
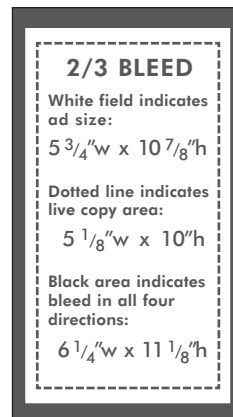
Santa Barbara SEASONS

2020 Chapala Street, Santa Barbara, CA 93105 phone (805) 563-0500 fax (805) 563-0504 www.sbseasons.com

ADVERTISING PRODUCTION SPECIFICATIONS

SEASONS TRIM SIZE 9" W x 10 7/8"H

AD SIZES	WIDTH x HEIGHT	WITH BLEED
Full page	7 3/4" x 10"	9 1/4" x 11 1/8"
Two-thirds vertical	5 1/8" x 10"	6 1/4" x 11 1/8"
One-half	7 3/4" x 4 3/4"	9 1/4" x 5 3/8"
One-third	5 1/8" x 4 3/4"	no bleed option



TECHNICAL REQUIREMENTS & AD SUBMISSION

AD SUBMISSION

- Please submit your ad in one of the following ways:
 CD, email (4MB 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 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.
- Sorry, PC FILES will NOT be accepted.

**Questions/concerns on building your file, contact: Zack Paul
 563-0500 ext. 206 or zack@sbseasons.com.**

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 being cancelled.

PRODUCTION CHARGES & INFORMATION

Publisher provides design and production services at \$80 per hour. Manipulation of ad materials will be billed at \$80 per hour minimum. Film ads are subject to a \$75 conversion fee and must be 150-line, RRED and include Chromalin® or Matchprint® proof to assure color match.

Santa Barbara Seasons is printed CTP, web offset, on 60#, #2 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.