

BIG BEAR LAKE

2014 Official Lodging & Visitors Guide

Ad Production Specifications



AD DIMENSIONS

Two page (double truck) bleed trim size 16.75" w x 10.75" h
Add .125" bleed on all four edges for **17" w x 11" h total image size**
Keep live matter at least .25" from **trim** edge
(or .375" from bleed edge)

Full page bleed trim size 8.375" w x 10.75" h
Add .125" bleed on all four edges
for 8.625" w x 11" h total image size
Keep live matter at least .25" from trim edge

2/3 page vertical 4.8125" w x 9.8125" h

1/2 page horizontal 7.375" w x 4.75" h

1/3 page square 4.8125" w x 4.75" h

1/3 page vertical 2.25" w x 9.8125" h

1/6 page vertical 2.25" w x 4.75" h

PREFERRED MATERIALS FOR COMPLETED ADS

Photoshop: submit a .tif at 300 ppi in CMYK, with no LZW compression.

Adobe InDesign, Quark or Illustrator: please submit a **press-optimized high-resolution .pdf** using cmyk color at 300 pixels per inch resolution. PDF/x-1a:2001

Color Usage:

A four-color solid should not exceed 280% total tonal density.

Rich black should be:

50% cyan

30% magenta

30% yellow

100% black

for boxes and panels (a total density of 210%).

Black text should be 100% black (no under color)

Do not use spot colors or Pantone colors. All colors must be built in CMYK mode. RGB mode or Pantone colors not acceptable.

Photos: Make sure photos are at 300 ppi (pixels per inch) at 100% size AND in cmyk color (not rgb). Cropping and rotation should be done in Photoshop rather than in the Quark or InDesign document.

COLOR PROOFS

Please submit a hardcopy proof of your ad at 100% finished size. We are not responsible for discrepancies in your ad if a proof is not submitted.

NAMING FILES - IMPORTANT!

PLEASE include advertiser name in all files.

Correct Example: PinetreeResort_AD_2014.pdf

NOT: VisitorGuideAD.pdf

NO OTHER FILE FORMATS ARE ACCEPTABLE for completed ad submission. (**NO** Microsoft Word, Publisher, Pagemaker, Freehand, Excel, IBM-formatted files, etc.) !!!

SEND AD MATERIALS TO:

Laura Patterson
laurapattersondesign@gmail.com

Large files can be emailed through www.yousendit.com (it's free - and easy)

Send hard-copy proofs and digital files on CD, DVD or thumb drive to:

US MAIL: Laura Patterson Design
P.O. Box 8314
Mammoth Lakes, CA 93546

FEDEX or UPS: Laura Patterson Design
680 Lakeview Blvd.
Mammoth Lakes, CA 93546
760-934-7609 phone

PRODUCTION QUESTIONS?

Call or email our graphic designer:

Laura Patterson
laurapattersondesign@gmail.com
760-934-7609 phone

**TWO FULL PAGE (DOUBLE TRUCK)
BLEED AD**

← 17”w x 11”h including .125” bleed all edges

← Trim Size 16.75” wide x 10.75” high

← Keep live matter a minimum of .25” from trim
(or .375” from bleed size)

**FULL PAGE BLEED
AD**

8.625”w x 11”h including .125” bleed all edges

Trim Size 8.375” x 10.75”

Keep live matter .25” from trim

**2/3 PAGE
AD
4.8125”w x 9.8125”h**

**1/3 PAGE
VERTICAL AD
2.25”w x 9.8125”h**

**1/6 PAGE
AD
2.25"w x 4.75"h**

**1/3 PAGE SQUARE
AD
4.8125"w x 4.75"h**

**1/2 PAGE
AD
7.375"w x 4.75"h**