

# 2020 ad specs



## VISITOR GUIDE DISPLAY ADS

| AD SIZE               | DIMENSION (W X H)                        |
|-----------------------|------------------------------------------|
| 1/4 page              | 2.625" x 4.25"                           |
| 1/3 page Bookmark**   | 2" x 9.75" (safe area: 1.75" x 9.25")    |
| 1/2 page/horizontal   | 5.5" x 4.25"                             |
| 1/2 page/vertical     | 2.625" x 8.75"                           |
| Full page / Non-Bleed | 5.5" x 8.75"                             |
| Full page / Bleed**   | 6.25" x 9.75" (safe area: 5.75" x 9.25") |
| Two-page spread**     | 12.5" x 9.75" (safe area: 12" x 9.25")   |

\*\*Bleed ads must add 1/8" background (to dimensions above) on all sides, and comply with safe area parameters if shown to insure safety of content. Do not put important content outside these "safe" boundaries. Guide Finish/Trim Size: 6.25" x 9.75"

## MAP PANEL DISPLAY ADS

| AD SIZE           | DIMENSION (w x h)                                                                              |
|-------------------|------------------------------------------------------------------------------------------------|
| FULL map panel ad | 4" x 9" (safe area: 3" x 8")<br>(Ads with backgrounds/bleed – size should be: 4.25" x 9.25")   |
| HALF map panel ad | 4" x 4.5" (safe area: 3" x 4")<br>(Ads with backgrounds/bleed – size should be: 4.25" x 4.75") |

## AD DIMENSIONS

ADS MUST BE EXACT DIMENSIONS or charges will apply.

Guide Trim Size: 6.25" x 9.75"  
(live area 5.25" x 8.75")

Map Finish Size: 4" x 9"  
(live area 3" x 8")

## ELECTRONIC FILE FORMATS

PDF/X-1a is the preferred format for Display Ads. Acceptable formats are: (flattened) eps, or tif formats. Outline all fonts. We do not accept ads created in word processing programs such as Microsoft Word/Publisher or native files such as InDesign, QuarkXPress, Pagemaker and Adobe Illustrator. Ads that are not print-ready will not be accepted or will incur additional charges to prepare for print.

## RESOLUTION

A minimum resolution of 300 dpi is acceptable, all publications print at 150 Line DPI, CMYK Process Color (no RGB, LAB or spot colors).

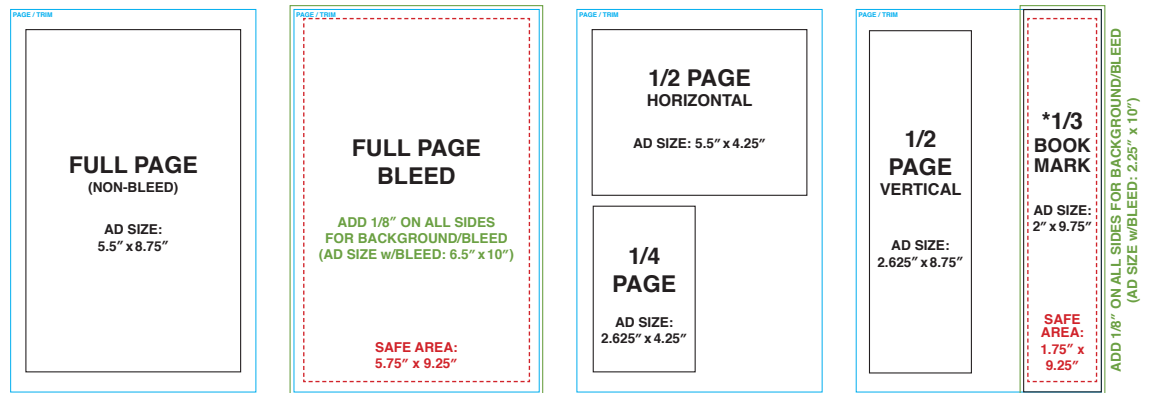
## PROOFS

**Content Proof:** It is recommended that a hard copy content proof be provided to ensure the ad prints as expected. Publisher will not provide proofs and cannot be held liable for ads that reproduce incorrectly.

**SWOP Color Proofs:** It is the responsibility of the advertiser to approve color (SWOP standard) and content prior to submitting files. Ads not accompanied with full size, SWOP-certified color proof or provide a non-SWOP certified proof (i.e. inkjet & laser) forfeit the right to challenge color accuracy.

## SEND DISPLAY AD MATERIALS/PROOFS TO:

Studio M Publishing, Inc. / Production  
475 Powell Ave.  
Healdsburg, CA 95448



\*1/3 BOOKMARK ADS WILL BE POSITIONED ON LEFT OR RIGHT PAGE EDGES (AS DETERMINED BY PUBLISHER)

# Need help getting your Display Ad together?

## Design tips:

### Less is more.

This is true for copy and photos! One large captivating image and just enough copy to read attracts readers to see what you're about and notice who you are.

### Choose your words wisely.

Our guide is designed to attract visitors to Sonoma County, you need to tell **YOUR** story! In other words, use your words to sell your unique offering, say and show what makes your business stand out, let us do the rest in getting them here!

### It really happens.

Don't forget the obvious—remember to include your contact information, how you want potential visitors to reach you (phone/website), and of course social media icons and your logo or brand!

IF YOU'RE STILL HAVING TROUBLE "GETTING IT TOGETHER", WE CAN DESIGN YOUR AD — CONTACT YOUR SALES REP FOR AN ESTIMATE!

**Connie Bowen**  
Sebastopol, Healdsburg and Santa Rosa  
707-887-1609  
connie@studiompublishing.com

**Emily Richter**  
Greater Sonoma County  
707-775-0497  
emily@studiompublishing.com

## Ad materials due October 31, 2019

FILES UNDER 10M, CAN EMAIL DIRECTLY TO: [katja@studiompublishing.com](mailto:katja@studiompublishing.com)

STUDIOM publishing inc.

P.O. Box 14335  
Santa Rosa, CA 95402  
[studiompublishing.com](http://studiompublishing.com)

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