

2020 ad specs

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

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 <u>add 1/8</u>" background (to dimensions above) <u>on all sides</u>, 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" × 9" (safe area: 3" × 8")
(Ads with backgrounds/bleed – size should be: 4.25" x 9.25")	

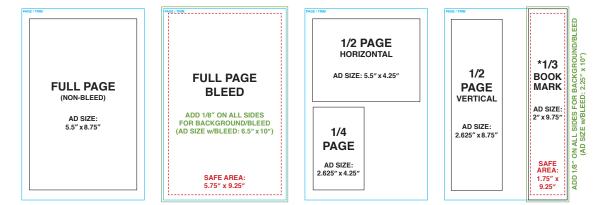
HALF map panel ad $4'' \times 4.5''$ (sofe area: $3'' \times 4''$) (Ads with backgrounds/bleed – size should be: $4.25'' \times 4.75''$)

AD DIMENSIONS

 ADS MUST BE EXACT DIMENSIONS
 or charges will apply.

 Guide Trim Size:
 6.25" x 9.75"
 Map Finish Size:
 4" x 9"

 (live area 5.25" x 8.75")
 (live area 3" x 8")



*1/3 BOOKMARK ADS WILL BE POSITIONED ON LEFT <u>OR</u> 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 <u>YOUR</u> 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

STUDIOM publishing, inc.

P.O. Box 14335 Santa Rosa, CA 95402 studio**m**publishing.com It is the sole responsibility of the advertiser to evaluate any and all offers, services, information, and content including supplied photography and securing rights for any photography submitted for use, including model releases and any photographer usage rights. In no event shall the publisher or the Sonoma County Tourism be liable for any damages arising from law suits pursuant to the visitors guide. Advertising content is subject to approval and SCT/ Studio M Publishing, Inc. reserves the right to refuse, edit, alter or omit any advertisements submitted for publication.

advertorials

100 word advertorials are advertisements designed to complement editorial content. Visitors are looking for lodging, food and wine experiences, attractions, recreation, cultural arts, and events. Advertorials come with 100 words, one photo, and are available in select sections only. Be sure to include the business name, address, phone number, and website in the copy.

ACH CITY'S DOWNTOWN,

CUSE FOR THE GETHER, AND WINDSON'S TO

EEN IS A HUB FOR THE W MUNITY. SOME TOWNS FE HE NIGHTS, OTHERS HOST SI

DES THAT NE ORWARD TO ALL YEAR LONG. FIND Y FAVORITE, AND JOIN IN THE FUR

1+03012 11+1/3 25 331+1/6 55 3331+

HEALDSBURG AVE, HEALDSBU

RAKERY

Advertorial Copy Need help getting the words out? We are happy to provide professional writing (free of charge) to make your advertorial speak effectively to potential visitors Just provide a brief outline of what makes your business unique, and let us draft something exciting.

Advertiser-provided copy will be edited in accordance with Associated Press style standards and editorial point of view. Files in excess of allotted word counts will be edited as required; an edited word document will be emailed for review prior to publishing.

Advertorial Photos

Select an image that represents your business at its best and features something visitors will want to see. Up to three photos may be submitted for consideration, however only one photo is guaranteed to be published. All photos will crop in square proportions, and should be provided at a minimum of 300/dpi at 3" x 3" for best quality reproduction.

Wedding and Meeting advertorials include up to 50 words. Photos may be submitted for consideration, but are not guaranteed to be included.

Photos may be retouched and/or enhanced if necessary by publisher. It is the sole responsibility of advertiser to secure model releases for photos submitted for use that include people. Advertorial copy layout and photo placement is at the discretion of the publisher. The process and outcome is subjective.

SEND ALL MATERIALS TO: katja@studiompublishing.com QUESTIONS: email - katja@studiompublishing.com, or call 707-508-8819

featured business listings

Featured business listings include up to 25 words of description, plus business name, address, phone number, and website.

