

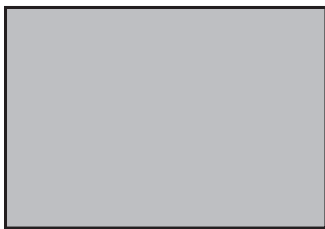
**COLORADO**  
*expression*

**architecture & design**  
of the west

**Confetti**

# Advertising Specifications

## AD DIMENSIONS



### TWO-PAGE SPREAD

Create as two full-page ads  
Trim of each page: 8.25" x 10.875"  
Bleed: +.25" on all four sides  
No crop marks



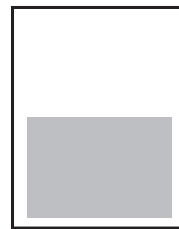
### FULL PAGE

Trim: 8.25" x 10.875"  
Bleed: +.25" on all four sides  
Live: 10.375" x 7.75"



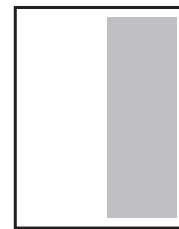
### 2/3 VERTICAL

4.57" x 9.7"



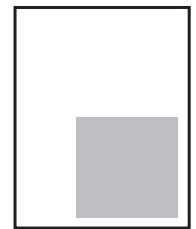
### 1/2 HORIZONTAL

7.14" x 4.75"



### 1/3 VERTICAL

2.32" x 9.7"



### 1/3 SQUARE

4.57" x 4.75"

## Mechanical Specifications

- All material must be submitted as digital files (electronic files).
- Preferred media is CD.
- Preferred format is press-ready PDF, prepared for print reproduction with **all fonts embedded**. Other formats accepted are: Illustrator EPS, with **all fonts outlined**. **NO Quark or InDesign files please.**
  - Press-ready PDF settings will be provided upon request. All tiff files must be prepared with a minimum resolution of 300 dpi. 1200 dpi preferred for line art. Picture files must be Tiff (resolution 300) or EPS format (**JPEGS and GIFS not accepted**).
- All files must be CMYK (**RGB files not accepted**).
- Maximum total density should not exceed 300%.
- Document size must be published ad dimensions.
- **Full page ads must be trim size plus 0.25" bleed on all sides. NO CROP MARKS PLEASE.**
- **Rich Blacks:** Please use rich blacks for large black areas: 60 Cyan, 40 Magenta, 30 Yellow, 100 Black. Never use rich blacks for body text.
- **Transparency and Spot Colors:** According to several Adobe tech notes, transparency and spot colors do not work correctly together. If you are using transparency in your document, please make sure NO spot colors are in use.
- Please name any custom color in document with advertiser identification.
- SWOP standard color proofs\* must accompany electronic files **Laser prints are not acceptable color proofs**. New West Publishing will not be responsible for reproduction problems or file corruption if a proof is not provided. If available include a printed sample.

# Deadlines

## ISSUANCE AND CLOSING DATES

BI-MONTHLY ISSUES	SPACE DEADLINE	MATERIALS DEADLINE	ISSUE DATE
<b>COLORADO EXPRESSION:</b> February/March <b>CONFETTI:</b> Supplement	11/17	11/28	02/01
<b>COLORADO EXPRESSION:</b> April/May <b>ARCHITECTURE&amp;DESIGN OF THE WEST:</b> Supplement, Spring	02/05	02/15	04/01
<b>COLORADO EXPRESSION:</b> June/July <b>ARCHITECTURE&amp;DESIGN OF THE WEST:</b> Supplement, Summer	04/05	04/16	06/01
<b>COLORADO EXPRESSION:</b> August/September <b>ARCHITECTURE&amp;DESIGN OF THE WEST:</b> Supplement, Fall	06/06	06/18	08/01
<b>COLORADO EXPRESSION:</b> October/November <b>HOLIDAY GIFT BOOK:</b> Supplement	08/06	08/17	10/01
<b>COLORADO EXPRESSION:</b> December/January <b>ARCHITECTURE&amp;DESIGN OF THE WEST:</b> Supplement, Winter	10/08	10/19	12/01

*Dates and deadlines subject to change. Call prior to the space deadline for each issue to confirm.*

# Proofing

The kind of proof you provide, allows for the greatest accuracy for matching color on press. Indicate this below along with contact names. Please fax a completed copy to 303-694-6939.

\*SWOP Standard Color Proof attached.

I have provided a laser or other proof and therefore release New West Publishing from matching the color of my ad.

I choose not to provide a proof and therefore release New West Publishing from matching the color of my ad.

\*SWOP on the web can be found at [HYPERLINK "http://swop.org/certification.html#/cert" http://swop.org/certification.html#/cert](http://swop.org/certification.html#/cert)

Advertiser Signature \_\_\_\_\_ / Creative Director Signature \_\_\_\_\_

(If coming directly from client's office)

Advertiser \_\_\_\_\_ Creative Contact \_\_\_\_\_

Phone Number \_\_\_\_\_ Phone Number \_\_\_\_\_

**The 15% camera-ready discount will be forfeited for creative work requiring changes. Additional charges will be billed to advertisers for converting materials that do not meet mechanical specifications.**