

GUIDE PRINT SPECIFICATIONS

All ads are full page and 4 color process.

Space Reservations Deadline: March 31, 2023

Materials Deadline: April 15, 2023

Publish Date: May 1, 2023

Trim Size: 4" wide x 9" tall

Safe or Live Area: 3.375" x 8.5" (size changed 10/22)

(Text should not appear outside this area to avoid clipping)

Bleed Size: Add 1/8" bleed all around ad (4.25" x 9.25")

Print Production Specs: Guide will be printed on gloss book stock with a 14pt. gloss cover stock and will be perfect bound. All pages and cover will have gloss aqueous coating.

Submission of Files

1. All files must include high resolution images (300 dpi or higher) set to U.S. Sheetfed Coated.
 2. Black type must be 100% black only – not a CMYK mix.
 3. Use only process colors (cyan, magenta, yellow, and black). NO RGB.
 4. All SPOT colors or Pantone colors need to be converted to CMYK.
 5. All ads must be submitted in high press/high quality PDF format only.
 6. PDF/X-1a up to PDF/X-4:2010 or equivalent will be accepted. In the rare occasion where the original working file needs to be submitted, only InDesign, Photoshop, and Illustrator files will be accepted. Include any hi-res images and acceptable fonts if needed. Also include crop marks at the trim size, 4" x 9".
- NOTE:** For Illustrator files, please convert fonts to outlines.

Graphic Art Services

Graphic arts services are available for your advertising needs.

If you need an ad produced, please provide content, logo and images.

Once received a cost proposal will be submitted for design/production services.

Deadline for this service will be August 1, 2022.

Digital Preparation of Photographs

All images must be at a final resolution of 300 dpi. Place all images in your ad at 100% (enlarging your image will decrease the overall resolution and quality). Images should be converted to CMYK and converted from JPEG to EPS or TIF format. All alterations should be made in Photoshop. Photographs should be sharp and have a good contrast range.

Contact Information

Carmel Arts

P. O. Box 7191

Carmel, CA 93921

Hella Rothwell

hellarothwell@gmail.com

831-626-4000