

# ad specs

# VENTANAS

(in inches)

(in inches)

**1**  
Full Page

Full Page with Bleed  
8.375" x 10.875" (+ .25" bleed)

Full Page without Bleed  
7.375" x 9.875"

**2**  
2/3 Page Horizontal

7.375" x 7.0"

**3**  
2/3 Page Vertical

4.42" x 9.875"

**4**  
1/2 Page Horizontal

7.375" x 4.86"

**5**  
1/2 Page Vertical

4.42" x 7.25"

**6**  
1/3 Page Horizontal

7.375" x 2.6"

**7**  
1/3 Page Vertical

2.42" x 9.875"

**8**  
1/3 Page Square

4.375" x 4.85"

**9**  
1/4 Page Horizontal

7.375" x 2.3"

**10**  
1/4 Page Vertical

3.55" x 4.85"

**11**  
1/6 Page Horizontal

4.42" x 2.25"

**12**  
1/6 Page Vertical

2.25" x 4.5"

1. Full Page without Bleed **7.375 x 9.875**
2. Two-thirds Page Horizontal ..**7.375 x 7**
3. Two-thirds Page Vertical ..**4.42 x 9.875**
4. Half Page Horizontal .....**7.375 x 4.86**
5. Half Page Vertical..... **4.42 x 7.25**
6. Third Page Horizontal .....**7.375 x 2.6**
7. Third Page Vertical.....**2.42 x 9.875**
8. Third Page Square.....**4.375 x 4.85**
9. Quarter Page Horizontal.....**7.375 x 2.3**
10. Quarter Page Vertical .....**3.55 x 4.85**
11. Sixth Page Horizontal.....**4.42 x 2.25**
12. Sixth Page Vertical .....**2.25 x 4.5**

## Preparing a Full Page Ad with Bleed

### Bleed Size

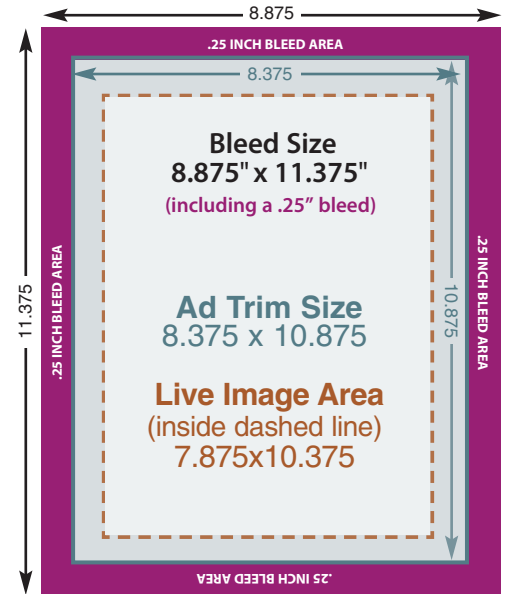
The bleed size is 8.875 x 11.375 including a **quarter inch bleed on all four sides**. The bleed is included to account for trimming the magazine at the printer. Assume that anything in this area **WILL GET TRIMMED OFF**.

### Ad Size

The ad size is 8.375 x 10.875.  
**This is the size of our printed publication.**

### Live Image Area

The live image area is 7.875 x 10.375. Make sure that all text and graphics are contained in this area. It ensures there is enough space around your ad to account for gutter space and readability.



## Preparing Your Files for Output

### Proofs

We require a hard color copy or PDF file of your advertisement before processing your files.

### Supported Applications

The magazines are created in QuarkXpress. We support layout applications for Macintosh. Adobe Illustrator, Photoshop, Acrobat, InDesign and QuarkXpress. We do not accept other files.  
**A Hi-Res PDF File is our preferred format.**

### Fonts

To assure your files will output correctly, please include a copy of all the fonts used in your files, including fonts used in linked EPS files. Include both the screen and postscript fonts.

Making a font bold or italics by applying it in the application menu could cause a type substitution and result in additional output charges. Select the specific font face you want to use instead.

### Placed Graphics

- Convert RGB files to CMYK mode before placing the image. RGB files will not separate correctly.
- Preferred dpi for all images is 266 dpi or greater. 72 dpi files are unacceptable for 266 line screen printing.
- Use only EPS files (with DCS off and Binary Encoding selected) or TIFs (with LZW compressing off) only. Using GIF, JPEG or other files formats could result in additional charges.

### Sending Your Files to Us

Customers must furnish disks for digital files. We work CDs or DVDs. You may also send files or PDF ads via internet to: **design@mountaindreams.info** Or you may request our FTP information to upload files larger than 10mb.

## Ad Deadlines

For a list of advertising reservation cut off dates and supplied advertisement submission cut off dates visit **www.mountaindreams.info** and click on 'due dates' under the advertising tab.