

AD SPECS

> GENERAL INFORMATION

Publication Trim Size: 8.375" x 10.875"

Bleed: 0.125" beyond trim on all sides

Safety: 0.25" inside trim on all sides

Image Resolution: 300 dpi

Line Screen: 150 dpi

Color Space: CMYK only; no spot color, RGB or Pantone colors

> ACCEPTABLE FILE FORMATS

PDF/X-1a: The PDF/X-1a files must be made from a PostScript file **with all fonts and high-resolution images embedded, and all bleeds pulled**. Ensure that all elements are a minimum of 300 dpi and 100% in size.

> IMAGE RESOLUTION / FORMATS

Photographs should be **300 dpi** and logos **1200 dpi** at the actual printing size and in CMYK. **Convert RGB and Spot colors to CMYK before sending**. Images must be saved in a TIFF or EPS format in CMYK. Please do not apply LZW or JPEG compression to your images.

HOW TO SUBMIT

> EMAIL

Files in PDF format or compressed smaller than 5MB can be emailed to your advertising account executive or to ...

production@sunvalleymag.com

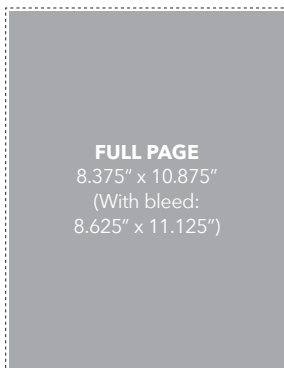
> AD DESIGN FEE

Menu Changes – \$55

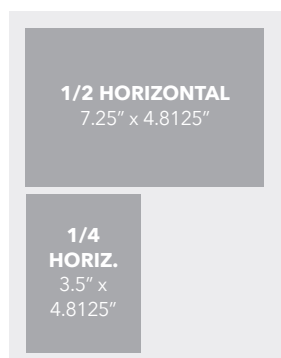
Display Ad Changes – \$95

Display Ad Development – \$350

AD SIZES



AD SIZES



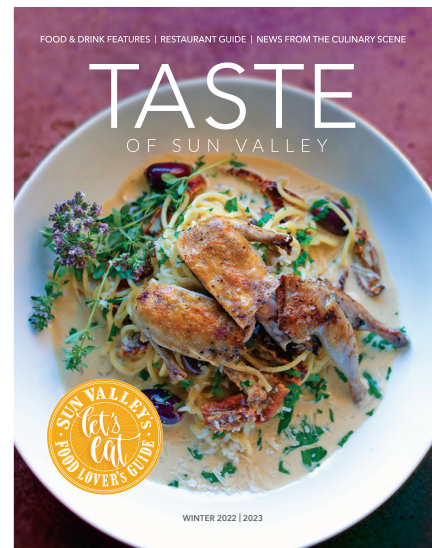
CHEF/OWNER PROFILE



MENU PAGE



DINING LISTING



tastemagazine-idaho.com

> DOCUMENT SIZE & BLEED

Document sizes must be the same as the final trim size for ad sizes. **Please provide a .125 inch bleed beyond trim size on all four sides for double page spreads, full pages, 2/3 pages, and 1/3 vertical ads:**

> DOUBLE PAGE SPREAD + BLEED

Trim Size: 16.75" w x 10.875" h

Bleed Size: 17.25" w x 11.125" h

(Provide PDF of this size)

Live Area: 15.75" x 10.375"

(Keep all text and design elements within this area to avoid being trimmed)

> FULL PAGE + BLEED

Trim Size: 8.375" w x 10.875" h

Bleed Size: 8.625" w x 11.125" h

(Provide PDF of this size)

Live Area: 7.25" x 10.375"

(Keep all text and design elements within this area to avoid being trimmed)

> 1/2 HORIZONTAL

7.25" w x 4.8125" h (no bleed)

> 1/4 HORIZONTAL

3.5" w x 4.8125" h (no bleed)

> CHEF/OWNER PROFILE

Spotlight featuring restaurant name + editorial profile of owner or chef (230-275 words). Includes FREE on-site photo shoot of food + owner/chef.

> MENU PAGE

Logo, images, menu item descriptions, restaurant contact + location and overview profile text (45-125 words).

> DINING LISTING

Restaurant name, phone, address, hours, and website, plus seasonal seating options and restaurant profile text (20-45 words).

ADVERTISING TERMS & POLICIES:

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