

PRODUCTION SPECIFICATIONS

High-quality hard-copy proof for color and/or black-and-white ads must be submitted for all ad formats.

We work on the Macintosh platform, utilizing the Adobe Suite. Ads can be submitted digitally, either on CD, DVD or via e-mail, in the following formats.

If you're not sure you can submit an ad that meets these guidelines, or if you need to speak with our ad design department, **please call** or leave a message at the Guest office: **805-688-1798**.

Hi-res press-optimized PDF or EPS files

- Fonts - embed or convert to paths/outlines - no True Type fonts
- Set black ink to overprint & convert PMS spot colors to CMYK
- All images 300 dpi and CMYK format - no RGB,
- TIFF file format for raster images; EPS file format for vector images

Submission on CD

- Mark disk with title of ad, issue and contact name/phone
- Conform to file format specs above for image size/type and fonts.

We reserve the right to replace missing or unusable fonts with a similar typeface. Color images must be 300 dpi. We reserve the right to reject unprofessional or inappropriate ads. We also need information for your write-up in our walking tour (see below).

4-time contract advertisers can submit a photo for inclusion at some point during their contract. If you have any questions regarding these specifications, please leave a message for our ad services department at 805-688-4240. If you need help with your ad, ask about the professional ad design services available to advertisers.

We also need information for the Walking Tour text that describes your business. Please submit information via email or fax, or on CD, about 2 to 3 paragraphs. We can pick up information from your website if it is available—just let us know.

WALKING TOUR INFORMATION GUIDELINES

Some of the data to consider for your walking tour text:

- Full names of business owner(s).
- Date the business was established/purchased by current owners.
- Life experiences that inspired the owners to establish the business.
- “Mission Statement,” or purpose/goals of the business; information about your products.
- Long term plans for the future, special events in immediate future.

AD SIZES - in inches

	W	X	H
Full Page	7.5	X	9.75
2/3 Page	4.95	X	9.75
1/2 Page (HZ)	7.5	X	4.706
1/2 Page (VT)	3.667	X	9.75
1/3 Page	4.95	x	4.706
1/4 Page	3.667	X	4.706
1/6 Page	2.383	X	4.706

Back or Inside Cover Full Page

Bleed size	8.75	X	11
Trim size	8.25	X	10.5
Image area	7.5	X	9.75

————— To contact us or send files: —————

Santa Ynez Valley
Guest Magazine

P.O. Box 1168, Santa Ynez, CA 93460
Email: kimart@castlecolors.com

Kim Reid

Ad Sales & Ad Design

Home Office: **805-744-2988**

Mobile: 800-871-0798

Fax: 805-248-7275