

MUSIC IN THE MOUNTAINS

ADVERTISING SPECIFICATIONS 2010

Please provide these advertising specifications to your ad designer.

Art Deadline:

10% off early bird ads if your ad is received by 2/26/10

All other ads due 4/1/10

Questions on specifications or FTP info:

call Beth or Stacey

at Athena Design

(970) 385-9517

email: mcbeth@athenadesign.net

Ad Sizes for an 8.5" x 11" Program Guide

Sizes for Color:

Quarter-Page vertical: 3 1/2" x 4 7/8" (no bleed)

Half-Page horizontal: 7 1/4" x 4 3/4" (no bleed)

Full-Page (no bleed): 7 1/4" x 10"

Full-Page (bleed): 8.5" x 11" add another 1/8" on 4 sides for bleed (final size: 8.75" x 11.25")

Production Specifications & General Information

Advertising Specifications:

- Manufacture: sheet fed, perfect binding.
- Screen ruling: 240 line screen.
- Trim size: 8.5" x 11".
- We do not provide confirming proofs.
- Digital files only.
- Imaging: direct-to-plate process.

Designing your ad: Please provide these advertising specifications to your ad designer.

- Advertising price does not include ad design and production. Designer referrals available.
- Hard copy proof of ad required on all program ads.

Required Ad Materials:

- Electronic file on CD or email if under 10MB to address below *and proof of ad*. Call for FTP info for ads larger than 10MB.
- Color proof required for all ads. Color laser is ok.
- Please remember to send a proof of the ad with the file. Proper imaging of your ad is not guaranteed without a proof.

File Formats:

- All art must be at least 300 dpi or your ad may not print correctly. Please call with questions regarding this instruction.
- We prefer press ready PDF files. Please use PDF/X-1a:2001.
- Please call for instructions on PDF files if needed. We only accept pdfs when they are built correctly with fonts embedded and at **300 dpi** or higher.
- We will accept .tiff or .eps formats with fonts in outlines for Illustrator and layers flattened for Photoshop files.
- We do not accept Microsoft publisher files. If you have built your ad in this program, please save as a PDF. All images must be 300 dpi or higher. Ads with 72 dpi web images are not acceptable.
- Convert color ads to CMYK to print as 4-color process—*PMS or RGB files will not image correctly.*

Ad Materials Return Policy:

If you would like your CD returned after the program guide is published, please include a self addressed envelope with the correct amount of postage.

Questions on advertising:

Call Anne Beach at Music in the Mountains:

(970)385-6820, ext. 202 or email: abeach@musicinthemountains.com

For US Mail submit ads to:

Music in the Mountains, P.O. Box 3751, Durango, CO 81302

For drop-offs or UPS and FedEx, submit ads to:

Music in the Mountains, 1063 Main Avenue, Durango, CO 81301

