

MUSIC IN THE MOUNTAINS

Advertising Specifications 2012

Art Deadline: 4/2/12

Ad Sizes for an 8.5" x 11" Program Guide

| | |
|-------------------------------|---|
| Quarter Page Vertical: | 3 ½" x 7/8" (no bleed) |
| Half-Page horizontal: | 7 ¼" x 4 ¾" (no bleed) |
| Full-Page (no bleed): | 7 ¼" 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

Quarter
page ad
vertical

Half Page ad
horizontal

Full Page ad
no bleed

Full Page ad
with bleed:
bleed 1/8" on
each side as
shown here.

Advertising Specifications:

- Manufacture: sheet fed, perfect binding
- Trim size: 8.5" X 11"
- Digital files only
- Screen ruling: 240 line screen
- We do not provide confirming proofs
- 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 Material:

- Electronic file on CD or email if under 10 MB 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 build 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 Word or 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 Julie Dunn Brown at Music in the Mountains:
970.385.6820 or email: jdunn@musicinthemountains.com

For submitted ads:

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

