

# PRODUCTION SPECIFICATIONS



We reach your best customers...

As the Columbia Gorge's premier magazine we target a growing audience of active, affluent consumers. These are readers whose tastes match their purchasing power.

Ad Dimensions	W	H
Cover	7.375	9.875
Full Page	7.375	9.875
2 page spread	15.75	9.875
2/3	4.875	9.875
1/2v	3.625	9.875
1/2h	7.375	4.875
1/3sq	4.875	4.875
1/3v	2.375	9.875
1/3h	7.375	3.208
1/4	3.625	4.875
1/6	2.375	4.875

## Proofs:

Outside artwork must be supplied with a digital color proof (matchprint). We are not responsible for color consistency if a proof is not provided.

## Media:

Digital files must be emailed or supplied on cd.

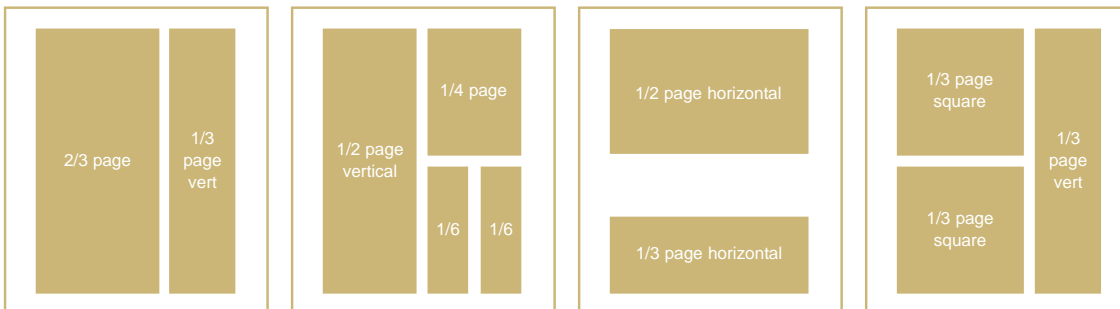
## Formats:

Press-ready PDF (preferred). PDFs must be created with the following settings: 300dpi, CMYK, all layers flattened, and all fonts embedded or outlined.

Illustrator 10, Photoshop 7, QuarkXpress 5, and InDesign CS2 files are accepted. PC platform only. All fonts must be included or converted to outline, all files flattened, CMYK only. All images and graphics included. No other applications are accepted. Film is not accepted.

## Graphics, Colors, Fonts:

All graphics must be high resolution at least 300dpi at 100% in the document. Only CMYK process colors are to be used. RGB files are not accepted.



Publication trim size is 8.375 x 10.875. Live Matter for bleeds should be .25" inside trim. Minimum bleed allowance is .125"