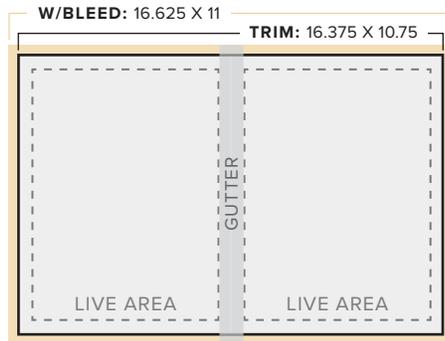


# PRINT SPECIFICATIONS



Two-Page Spread Bleed



Full-Page Bleed

## Document Setup:

- ✓ .5" Margins (from trim and gutter)
- ✓ .125" Bleed
- ✓ 300dpi Image & logo resolution

## Export Settings:

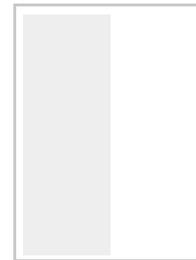
- ✓ High Quality PDF
- ✓ Use Document Bleed Settings
- ✗ Crops or Registration Marks
- ✗ Pantone/Spot Colors

## Print Space

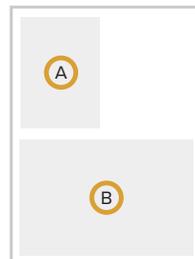
	WIDTH X HEIGHT (INCHES)
Two-Page Spread Bleed.....	<b>16.625 x 11</b>
Trim	<b>16.375 x 10.75</b>
Live Area	<b>15.375 x 9.75</b>
Full-Page Bleed .....	<b>8.4375 x 11</b>
Trim	<b>8.187 x 10.75</b>
Live Area	<b>7.187 x 9.75</b>
Two-Thirds Page.....	<b>4.5125 x 9.3812</b>
Half-Page Horizontal.....	<b>6.7872 x 4.6312</b>
Half-Page Vertical.....	<b>3.325 x 9.3812</b>
Third-Page Horizontal.....	<b>4.5125 x 4.6312</b>
Third-Page Vertical.....	<b>2.1375 x 9.3812</b>
Quarter-Page.....	<b>3.325 x 4.6312</b>



2/3 Page



1/2 Page Vertical



A 1/4 Page

B 1/2 Page Horizontal



C 1/3 Page Horizontal

D 1/3 Page Vertical

## Delivery

PDFs, as well as fully packaged files, including the InDesign CC or lower document, and all supporting files (fonts, images, etc...) can be emailed to [amandal@sdmag.com](mailto:amandal@sdmag.com) AND [art@sdmag.com](mailto:art@sdmag.com). Please compress all files before uploading.

### FILE FORMATS

PDF/X-1 or press-ready PDF documents WITHOUT crop marks but accommodating trim and bleed. Files must be native Macintosh. InDesign CC or lower; Illustrator CC or lower; or Photoshop CC or lower.

### RESOLUTION

All images and logos must have a resolution of 300 dpi at 100% print size.

### COLOR

All colors must be CMYK. Total ink density should not exceed 300%. Pantone colors and metallic ink can be purchased at an additional cost.

### BLEED

Full-page files must include .125" bleed on all sides. Bleed size is already accounted in the first line of the 2-page and full-page bleed ad specs. **Do not include crops or registration marks.**

### LIVE AREA

**Text and logos should be within .5" from the trim.** If you prefer to adhere to your own live area, you accept responsibility in the event that copy, images, or logos are trimmed when printed.

### PROOFS

To ensure exact colors, a high-quality color-match print accompanying all print-ready digital files is recommended when submitting files. *San Diego Magazine* is not responsible for reproduction quality if color match proof is not provided.

### PRODUCTION FEES\*

- Stock photos or graphics purchased for ad creation **\$25 each** (client to approve purchase)
- Proofs beyond the third revision **\$50 each**
- Packaged files for use outside of *San Diego Magazine* **\$150\***

\*Applies to ads created/edited by the San Diego Magazine design team