# PRINT SPECIFICATIONS

**W/BLEED:** 16.625 X 11
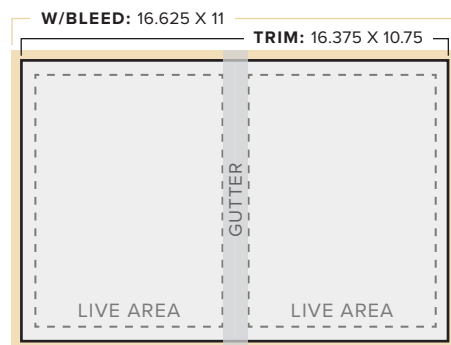
**TRIM:** 16.375 X 10.75

GUTTER

LIVE AREA    LIVE AREA

Two-Page Spread Bleed

LIVE AREA

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 | **16.625 x 11** |
| Trim | **16.375 x 10.75** |
| Live Area | **15.375 x 9.75** |
| Full-Page Bleed | **8.4375 x 11** |
| Trim | **8.187 x 10.75** |
| Live Area | **7.187 x 9.75** |
| Full-Page Non-Bleed | **7.25 x 9.875** |
| Two-Thirds Page | **4.5125 x 9.3812** |
| Half-Page Horizontal | **6.7872 x 4.6312** |
| Half-Page Vertical | **3.325 x 9.3812** |
| Third-Page Horizontal | **4.5125 x 4.6312** |
| Third-Page Vertical | **2.1375 x 9.3812** |
| Quarter-Page | **3.325 x 4.6312** |

2/3 Page

1/2 Page Vertical

A

B

C

D
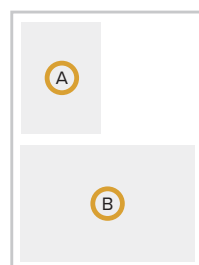
Ⓐ 1/4 Page

Ⓑ 1/2 Page Horizontal
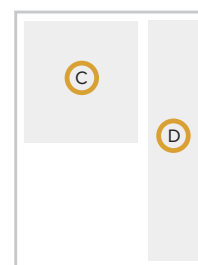
Ⓒ 1/3 Page Horizontal

Ⓓ 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** AND **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*