

Production Requirements

Please send **PDFs** saved in the following way:

1. Convert all colors and color photos to CMYK.
2. If supplying a full page ad that prints off the page, include enough image for bleed, .25" beyond trim size. Our trim size is 9"x10.875" (see right for more info).
3. Supply a resolution no less than 300 dpi, preferably 350 dpi.
4. Embed all fonts and art.

AD SIZES The document size must match the final size for the job. All copy and art elements should be inset .25" from the final trim to avoid being clipped off. Allow for a .25" bleed beyond trim size. Failure to do so may result in white show-through on trimmed edges. Group pages have varying ad sizes depending on their headline, so please inquire. Supply spreads as spreads.

COLOR All colors must be converted to CMYK for printing, including color photographs. RGB files will print as grayscale, if at all. Please do not apply custom (or printer) profiles to the art. Your profiles may not match ours. Large areas of black should be enriched (40C, 40M, 40Y, 100K). No spot colors.

ART AND PHOTOGRAPHY Art and photography supplied digitally need a final resolution of at least 300 dpi, preferably in raw format. Images copied from a website or embedded in a Word document will not reproduce at an acceptable resolution. Raster-based art (like Photoshop) should be saved as raw or .TIF, and vector-based art (like Adobe Illustrator) should be saved as EPS. Please, no JPEG or LZW compression as this will ultimately cause a loss of pixel data. Please do not apply halftone screens, transfer functions, or postscript color management when saving EPS files. Clearly identify all disks and their contents. Send only the files necessary.

PHOTO RETOUCHING Instructions as to desired modifications must be clearly indicated in writing. A charge may be incurred based on the amount of retouching requested or required.

COLOR PROOFS High-resolution proofs at 100% are required for all submitted ads. Inkjet proofs are only adequate for content checks or general color reproduction, not a recommended proofing method for color critical material or for determination of image resolution. While every attempt will be made to match the color of supplied ads, variations may occur in printing. Vero Beach Magazine will not be liable for the quality or the color of ads supplied without an accurate proof.

CONTACT INFORMATION If you have a production question, please contact your account executive at 772-234-8871 or email info@verobeachmagazine.com.

Pertinent Information From *General Conditions* (on Contract and Rate Sheet)

- If acceptable material is not received by the ad deadline, **the advertiser's most recent ad will be repeated.**
- Advertisements are accepted upon the representation that **the advertiser and its agency have the right to publish the contents thereof.** Publisher shall be indemnified...against any loss of expenses resulting from claims or suits based upon the contents or subject matter contained in their advertisements including, but not limited to, claims or suits for libel, violation of rights of privacy, plagiarism and copyright infringement.



FULL PAGE

magazine trim size: 9"x10.875"

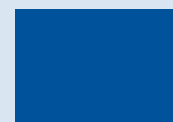
bleed ad: leave at least 0.25" off page to allow for bleed and at least 0.25" within trim size as a live area

non-bleed ad: max. 8.5"x10.375"



HALF PAGE (V)

3.375" x 9.875"



HALF PAGE (H)

7" x 4.875"



QUARTER PAGE

3.375" x 4.875"



EIGHTH PAGE

3.375" x 2.375"