

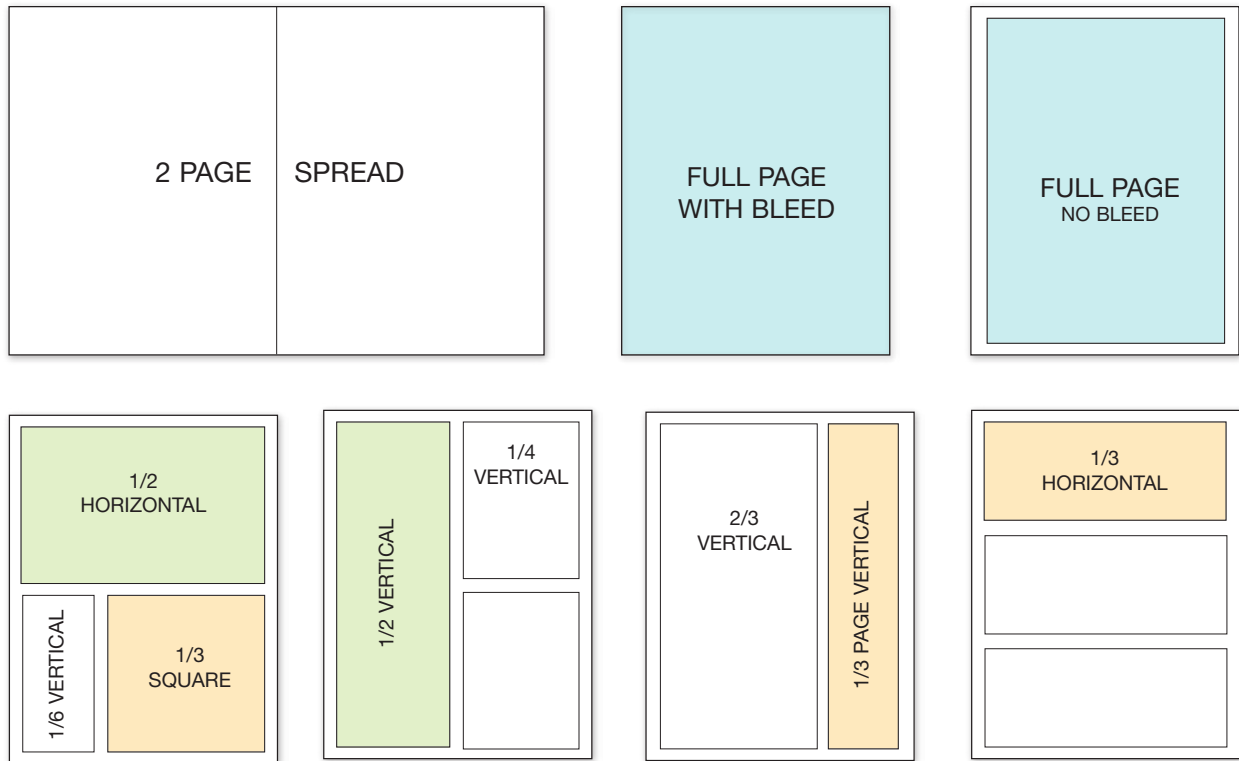


CENTRAL COAST  
MAGAZINE

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## AD SHAPES & SIZES

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**2-Page Spread:** Document size is 17.0" X 11.125" which includes 0.125" bleeds on all 4 sides for a trim size of 16.75" X 10.875".

**Full Page – with bleed:** Document size is 8.625" X 11.125" which includes 0.125" bleeds on all 4 sides for a trim size of 8.375" X 10.875".

**Full Page – no bleed:** 7.25" X 10"

**2/3 Page Vertical:** 4.75" X 10"

**1/2 Page Vertical:** 3.5" X 10"

**1/2 Page Horizontal:** 7.25" X 4.875"

**1/3 Page Vertical:** 2.25" X 10"

**1/3 Page Horizontal:** 7.25" X 3.125"

**1/3 Page Square:** 4.75" X 4.875"

**1/4 Page Vertical:** 3.5" X 4.875"

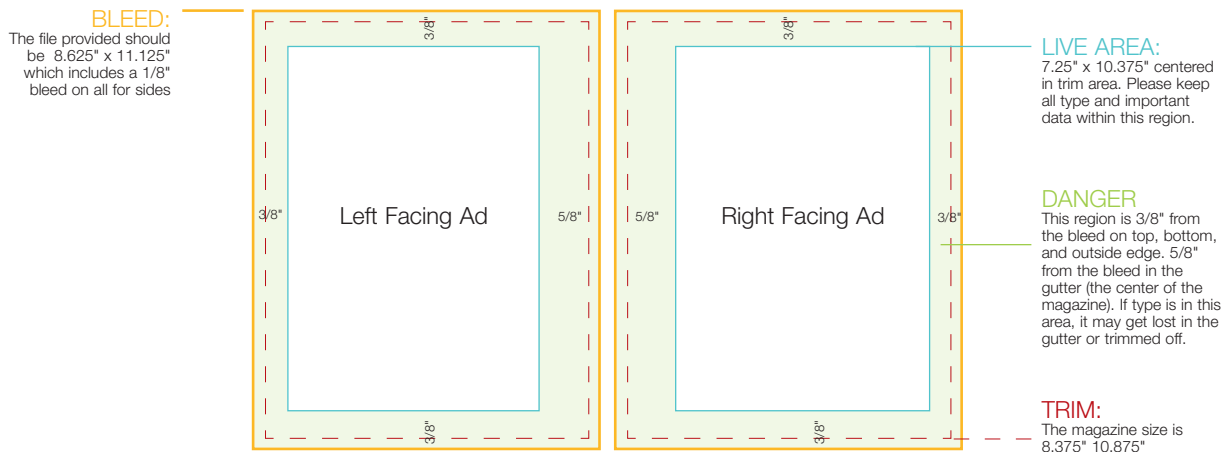
**1/6 Page Vertical:** 2.25" X 4.875"





CENTRAL COAST  
MAGAZINE

## AD SPECS + REQUIREMENTS



### Central Coast Magazine accepts digital ads via:

- Mac Formatted CD
- Email to [graphics@centralcoastmag.com](mailto:graphics@centralcoastmag.com)
- FTP site available for transmission of large files.\*

\*Please call for details.

Printed at 150 line screen, or 300 dpi

Full Page Final Trim Size: 8.375" wide X 10.875" high

**Live Area:** 7.25" x 10.375" All text and borders must be within the live area. Right or left facing cannot be guaranteed unless with a paid premium, so please consider the gutter (the center fold of the magazine) on each side. See diagram above for further explanation.

### File Formats for Submission

The Magazine layout is created in Adobe InDesign using a Macintosh OSX operating system. All ads must be digitally-supplied in the following compatible formats:

- Adobe Photoshop CMYK TIFF (preferred method)  
100% print size @ 300dpi
- Adobe Acrobat PDF X1A Press Standard only
- Special Note: All ads will be rasterized before placement. Please design accordingly. Avoiding small type on rich black is recommended.

We request a color proof of the final ad, as well as all linked or embedded files and fonts used in the ad. All images must be in CMYK format, and set up for 150-line screen.

Ads that are improperly formatted or not submitted per exact specifications will be subject to the hourly rate [\$120] for revision by Nuance Creative Services.

Additional marketing services and creative design are available from Nuance Creative Services (NCS). Please contact [tiffany@nuancecreativeservices.com](mailto:tiffany@nuancecreativeservices.com) for additional information. All materials produced by NCS are the property of NCS. Copy, electronic data files, and any film furnished by the client will be used solely for the clients work and will remain property of the client. Film, electronic data files, prints, and reproduction mediums, made by NCS will be used solely for the clients work but will remain the property of NCS. If any materials created by NCS are used in any other media, permission must be granted for use by NCS. Additional revisions and trafficking will be billed at the hourly rate (\$120). Individual photos are available for sale, pricing upon request.