

Mechanical Specifications

DIMENSIONS

Full Page No Bleed:

Standard full-page ad: **7.625" x 10.125"**

Full Page Bleed:

Image size: **7.625" x 10.125"**

Trim: **8.375" x 10.875"** Bleed: **8.875 x 11.375**

PAPER TYPE

Cover/back: **80# matte finish full bleed**

Interior pages: **60# matte finish**

PAGE STRUCTURE & CONSTRUCTION

Allow 1/4 in. for graphics that bleed.

Color – Choose "Leave color unchanged" option. All color photos must be in CMYK format at 300 dpi before distilling. No 4/C BLACK editorial text or text within ads. Unless clearly marked as 4/C BLACK on supplied proofs. No RGB color space for 4/C color images. Do not use spot colors for export to a PDF file. Spot colors should be converted to their CMYK equivalents. All white boxes should be 100% white and not 0% black. Final trim size should be confirmed with your Sales Rep. Always supply lasers (hard copy) at 100% of size

MARGIN AREA

Maintain 3/8 in. inside trim to the image area. Graphics such as color panels, images, bars or rules (lines) can extend through the margin and the trim areas to (1/4 in.) bleed. Editorial text should NOT reside in the margin area.

ELECTRONIC AGENCY PACKAGES

Available with settings and templates for InDesign, Photoshop and Acrobat. Call 909-386-3006

PDF FILES (Portable Document Format)

When distilling a PDF file, please make sure you use the following parameters:

High Quality Print – 2400 dpi general resolution. Do not use Screen Optimizing. Fonts – use "Embed All Fonts" option. Avoid using TrueType fonts in the creation of your ad. Multiple TrueType fonts often will fail to embed properly. Specific settings can be emailed to you, please contact our production staff.

E-MAIL

You can email us your ad if the file is less than 20 megabytes. File names should be short and contain no spaces between words. Please send to:

ads@inlandlivingmagazine.com

FTP CONNECTION

The fastest way to send large documents to **Riverside and Inland Living Magazine** is through our FTP site. Notify your ad representative first of your ad delivery intentions. Use the following log-on protocols and place files in the respective **Riverside Magazine** or **Inland Living Magazine** folder.

Host site: **ftp.inlandlivingmagazine.com**

User ID: **ads1@inlandlivingmagazine.com**

Password: **1234**

Directory: **leave this blank**

QUESTIONS?

Contact Lynda Bailey at 909-386-3006 or **lynda.bailey@inlandlivingmagazine.com**

