

- ¥ Seasons is laid out using Adobe InDesign on a Mac-based system.
- ¥ Printing is digital direct-to-plate on a web press with saddle-stitch binding.
- ¥ Stock is a bright-white gloss sheet with good opacity.
- ¥ It is critical for print quality that ads are submitted following our instructions.

Files under 10 megs can be e-mailed to your account representative.

Larger files, please submit on a cd.

We strongly recommend using a compression or archive program such as Stuffit or Zip to contain and protect files traveling through e-mail. Include ad designer's contact information should technical questions arise.)

¥ **Digital file formats accepted:**

** Preferred: Press-quality PDF (Fonts embedded, CMYK color only no spot colors 300 dpi or above resolution, bleeds must extend 1/8)

We recommend sending native files as well as the final pdf. This is for back-up in case your PDF file has any problems that have to be fixed in pre-press. In that case, there may be fees charged back to the customer for time spent re-working or re-sizing an ad file.

Also accepted: Native files created with: Adobe InDesign, Adobe Illustrator, Photoshop, Freehand. Complete .eps or .tif files are also accepted.

Note: *If color is critical, you must include a press-quality color proof and we will match as closely as possible on press.*

Ad Creator Checklist:

- ___ Confirm correct ad size and that you have included the bleed in your pdf.
- ___ All images and artwork are set up for 4-color printing (CMYK). Convert all RGB or Spot Color or Duotone artwork to CMYK.
- ___ **Image Resolution is 300 dpi** minimum for photos and halftones.
700 dpi is recommended for line art (e.g. logos.)

¥ Be careful that image files are not overly enlarged which reduces their ultimate effective print resolution.

¥ Artwork cannot generally be pulled from Web sites as the resolution is far too low-res to print properly.

¥ Be aware of copyright issues. Advertisers assume full responsibility that they have appropriate usage rights for any images, fonts, copy, logos or other materials submitted to Seasons for publication.

Seasons Publications

AD SIZES

Full page: 7 by 10

—This is framed-up size no bleed.

Full page bleed: 8.5 by 10.875

—Trims to 8 1/2 × 10 7/8

—Safety margin: all live printing should be a minimum of 1/4 from gutter & outer trim edges.

— 1/8 minimal bleed beyond trim.

Back Cover: 8.5 by 9

—Trims to 8 1/2 × 9

—Safety margin: all live printing

Should be a minimum of 3/8 from outer trim edges

— 1/8 minimal bleed beyond trim.

Half-page: 4 7/8 by 7

(4.875 × 7 - HORIZONTAL)

— Half-page ads generally run adjacent to editorial material but may share a full page with other ads. They do not bleed.

Quarter-page: 3 3/8 by 4 7/8

(3.375 × 4.875-VERTICAL)

Eighth-page: 3 3/8 by 2 5/16

(3.375 × 2.33-VERTICAL)

(Please contact your sales rep. for special sizing or instructions on bind-ins or other inserts.)

DEADLINES & CONTACT

Please send ad files to
your account representative

Spring - MARCH 12 in home 4/2

Summer - MAY 28 in home 6/16

Fall - SEPT. 01 in home 9/22

Winter - NOV. 13 in home 12/4