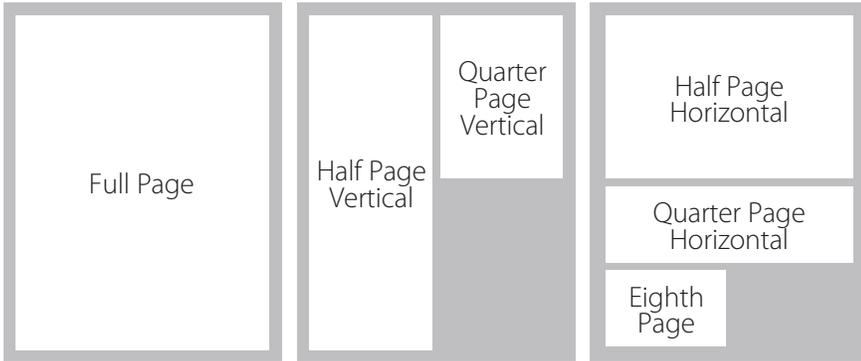




## NEWSLETTER ADVERTISING SPECIFICATIONS

### Ad Formats



### Accepted File Types

#### DIGITAL SUBMISSION MATERIAL SPECIFICATIONS:

Advertising must be submitted in digital format. Artwork needs to be provided by advertiser.

All images and elements must be placed at 100% in CMYK with a minimum resolution of 300 dpi.

#### PDF FILES ARE PREFERRED DIGITAL FORMAT:

Ads should be submitted as press-ready PDF tiles (PDF/X-1a preferred). Please embed all fonts, and convert all photos and spot colors to CMYK. Digital photos and graphics tiles should be at a resolution of 300 dpi or higher at the size which they are used in the PDF. On bleed ads include crop marks.

#### PMS/SPOT COLORS:

PMS or spot colors should be converted to 4-color process equivalents in original file.

#### OTHER FILES ACCEPTED:

InDesign, Photoshop and Illustrator. PC format required. Include all fonts and support files for non-PDF files. Flight-check and zip all support files.

#### PROOFS:

Supplied ads are accepted with the understanding that the advertiser has provided a file which has been approved with a color proof. Publisher will not accept responsibility for color reproduction if the client does not meet SWOP specifications.

### Ad Submission

#### FILE TRANSFERS:

Files can be supplied on CD or sent via Email to Micaela Wilkey at [mwilkey@indianwells.com](mailto:mwilkey@indianwells.com)

### Ad Dimensions

(All dimensions are in inches)

SIZE	WIDTH	DEPTH
<b>FULL PAGE</b>		
Full bleed	8.75	11.25
trim size	8.5	11
live area	7.75	10.25
Non-bleed	7.75	10.25"
<b>HALF PAGE VERTICAL</b>		
Half page bleed	4.375	11.25
trim size	4.125	11
live area	3.75	10.25
Non-bleed	7.75	10.25"
<b>HALF PAGE HORIZONTAL</b>		
Half page bleed	8.75	5.625
trim size	8.5	5.375
live area	7.75	4.625
Non-bleed	7.75	5
<b>QUARTER PAGE</b>		
Vertical	3.745	5
Horizontal	7.75	2.375
<b>EIGHTH PAGE</b>		
	3.75	2.375

### Additional Information

#### ADVERTISING DEADLINE

See Advertising Contract for specific deadlines.

#### PRODUCTION CHARGES:

To avoid additional charges, ads must be supplied in sizes and formats specified. Alterations or additional preparation of artwork or proof changes will be billed to the customer separately. Production charges are in addition to space rate.

#### IN-HOUSE AD PRODUCTION

The City's agency offers creative design and complete ad-production services at competitive prices. Ask your account executive for an estimate. Production costs are non-commissionable.

trim: 8.5 x 5.375

live area: 7.75 x 4.625

# Half Page Horizontal

non-bleed: 7.75 x 5

# Quarter Page

horizontal non-bleed: 7.75 x 2.375

# Eighth Page

horizontal non-bleed: 3.75 x 2.375

trim: 4.125 x 11

live area: 3.75 x 10.25

## Half Page Vertical

non-bleed: 3.75 x 10.25

## Quarter Page

Vertical non-bleed: 3.745 x 5

trim: 8.5 x 11

live area: 7.75 x 10.25

# Full Page

non-bleed: 7.75 x 10.25