imbibe AD PRODUCTION GUIDELINES

AD SIZES	WIDTH		HEIGHT
SPREAD (WITH BLEED)*	17"	x	11.125"
FULL PAGE WITH BLEED**	8.625"	x	11.125"
FULL PAGE NO-BLEED	7.375"	x	9.875"
2/3 PAGE VERTICAL	4.875"	x	9.875"
1/2 PAGE VERTICAL	3.5875"	x	9.875"
1/2 PAGE HORIZONTAL	7.375"	x	4.8375
1/3 PAGE VERTICAL	2.3125"	x	9.875"
1/4 PAGE	3.5875"	x	4.8375"

TRIM SIZE OF PUBLICATION IS 8.375" x 10.875"

* Files for spread ads must be prepared as two single facing pages with .125" bleed around all sides of each page.

** For spreads and full page with bleed, remember to keep any text or important image elements .375" from the edge of page to insure they don't get cropped from trimming.
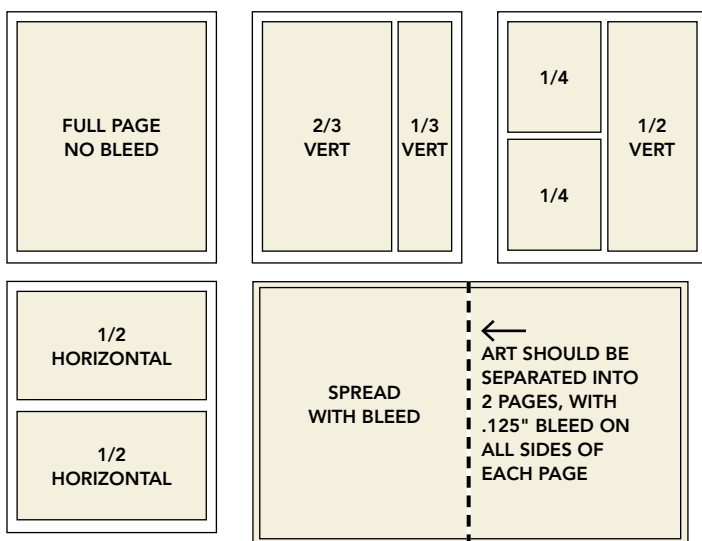
SUBMITTING ADS

Please remember to mail a hard copy proof in addition to e-mailing the digital file if you are concerned about color matching. Please ship via a trackable method.

E-MAIL ads under 10MB to **sarah@imbibemagazine.com**

FTP: Contact Sarah Thornton (see below) to upload larger ads to our ftp server. A login and pass will be supplied to you.

MAIL hard copy proofs to
Imbibe Ads
1001 SE Water Ave., Ste. 285
Portland, OR 97214

HELP! Don't hesitate to contact us if you have any questions about your ad. For technical assistance with ads, please contact our Production Coordinator, **Sarah Thornton**, at **503-595-0144** or **sarah@imbibemagazine.**

ACCEPTED DIGITAL FORMATS

HIGH-RESOLUTION PDF *(PREFERRED FORMAT)*
PDFs should exported as PDF X-1A with the latest version of Acrobat. Earlier version PDFs are acceptable provided they have been created by distilling a postscript file. Never use the "Save as a PDF" feature of your layout program. The PDF file should be 300 dpi, saved as CMYK with no spot colors.

Output all PDF ads with .125" bleed (even if not a full page ad), crop marks turned on and offset at least 12 points (.1667")

TIF FILES
Flattened, 300 dpi at 100% size. CMYK for color ads, no spot/Pantone colors, no compression when saving.

ADOBE ILLUSTRATOR FILES
Flattened, CMYK (no spot/Pantone colors), save as an EPS files. We do not accept DCS EPS files. Include ALL placed/linked images and all fonts. Make sure all placed/linked files are CMYK and 300 dpi.

MACROMEDIA FREEHAND FILES
Flattened, CMYK (no spot/Pantone colors), save as EPS files. We do not accept DCS EPS files. Embed ALL placed images and include all fonts. Make sure all placed/linked files are CMYK and 300 dpi.

✱ TIF, ILLUSTRATOR OR FREEHAND FILES

All ad files should include a .125" bleed and offset crop marks (12 points/.1667") within the artwork. Set document size or artboard size 1" larger than ad size on all sides in order include these marks, which are used to accurately place image into our layout frames.

GENERAL FILE SPECIFICATIONS

FONTS
Always include all fonts used in your file. Use only Mac Postscript or OpenType fonts. Mac TrueType or PC fonts may not print correctly. Do not "style" fonts in the font palette (clicking **B** or *I* to bold or italicize). Fonts styled this way may not print.

GRAPHICS
All images being used (even within a PDF) should always be 300 dpi at 100%, in CMYK color or grayscale. There should not be any additional spot colors (Pantones, TOYO, etc.) in any submitted files. Any manipulation of the placed image (scaling, rotating, skewing) should be done in an image editing program like Photoshop and then placed into your layout program.

COLOR PROOFS

Advertisers MUST submit a SWOP certified hard copy proof of their ad at 100% for color matching. Inkjet and laser printouts are not adequate for proofing. Ads should not contain additional spot colors. *Imbibe* will not be responsible for inaccurate color if an accurate color proof is not supplied.

IF ADS DO NOT FOLLOW THESE SPECIFICATIONS, THE ADVERTISER MAY BE ASKED TO CORRECT AND RE-SEND.