

DISCOVER SILICON VALLEY AD SPECIFICATIONS

PUBLICATION TRIM SIZE: 5.375" X 8.375"

Ad Size	Width	Height
Full page	4.75"	7.375"
Full page-bleed	5.625"	8.625"
Full page—"live area"	4.75"	7.375"
2/3 Page	3.125"	7.375"
1/2 Page-vertical	3.125"	5.5"
1/2 Page-horizontal	4.75"	3.625"
1/3 Page-vertical	1.5"	7.375"
1/3 Page-horizontal	3.125"	3.625"
2/9 Page ("Quarter"Page; Dining Section Only)	3.125"	2.375"
1/6 Page-vertical	1.5"	3.625"
1/6 Page-horizontal	3.125"	1.75"

Printing: Web offset; four-color process.

Binding: Perfect bound.

Line screen: 150.

DIGITAL SPECIFICATIONS

File Formats: Digital files should be Mac-compatible in Quark XPress, Adobe Photoshop (tiff or eps, flattened), Adobe Acrobat (pdf) or Adobe Illustrator (eps) files. Ads should be built to the exact sizes, with a border or background that meets the measurements.

Color/Photo Files: All images should be sized 100% at 300dpi, in CMYK color mode. Photos should be saved as tiff or eps files; jpegs are not acceptable. All colors used must be set for CMYK process separation (i.e. no spot colors; any pantones must be converted to CMYK with separations). For large, solid black areas, use 60C-40M-40Y-100K. Please be sure to name any customized colors uniquely (e.g. not "new color").

Fonts: Illustrator (eps) and Acrobat (pdf) files must have fonts embedded. Fonts otherwise not embedded must be included—both screen and printer. Please use the appropriate screen font—not the style bar—for **bold** and *italic*.

Digital File Submission: Files may be emailed to rita@explorepublishing.com as an attachment (if under 10mb), or uploaded to our ftp site. Please contact rita@explorepublishing.com if you should require ftp instructions. Files can also be mailed to our address below.

CLOSING DATES

Materials are due the 10th of the month preceding publication date.

For further information, please call (650) 366-6099 or email rita@explorepublishing.com
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