



## ADVERTISEMENT SPECIFICATIONS 2010

### DIGITAL FILE REQUIREMENTS:

- 1) Adobe Acrobat PDF: Press Quality, X-1a: 2003 Standard
  - 2) Illustrator EPS or InDesign native (fonts and images must be included).
- We cannot accept ads built in word processing programs such as Microsoft Word or Publisher.

### COLOR MATCHING:

If your tolerance for variation in color matching is tight, please submit a high resolution digital proof with your file.

### CHECK YOUR GRAPHICS

- 1) Ad size
- 2) Image resolution should be 300 - 350ppi
- 3) CMYK format, (No RGB and spot colors accepted)
- 4) Include the printer & screen fonts with EPS files. Ads not submitted to these requirements will be subject to a minimum production fee of \$125.

### SEND

Files under 10 megabytes can be emailed to:  
[editor@winecountryguide.com](mailto:editor@winecountryguide.com)  
(please compress files as .sit or .zip)

Files can be copied to CD media and mailed to:  
Spotlight's Wine Country Guide  
5 Kenilworth Court  
Novato, CA 94945

### CONTACT

Spotlight's Wine Country Guide  
[bill@winecountryguide.com](mailto:bill@winecountryguide.com)  
Voice: 415-898-7908  
Fax: 415-898-7751  
[www.winecountryguide.com](http://www.winecountryguide.com)

### DESIGN SERVICES

Advertisements can be designed and produced at competitive rates by our talented pool of graphic design professionals. Please call for more information: 415-898-7908.

### NO FILE ARCHIVING

Spotlight's Wine Country Guide does not take responsibility for archiving material submitted by advertisers. Advertisers must retain original files.

### PRINTING SPECIFICATIONS

Printing Format: Web Offset Press  
Paper Stock: Coated Book  
Binding: Saddle Stitched

### AD DIMENSIONS

Trim dimensions – 5.375"W x 8.375"H  
Live Matter Area – 4.875"W x 7.875"H  
Full Page with Bleed – 5.5"W x 8.625"H  
See graphic below for other ad dimensions

