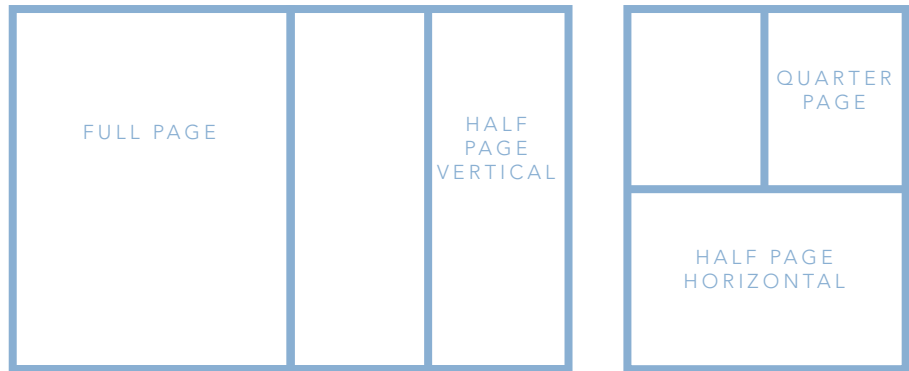


Advertising Specifications

Advertising Specifications

Ad Size	Width x Height
2-page Spread (trim size)	18 x 12
2-page Spread (bleed)	18.5 x 12.5
Full page (trim size)	9 x 12
Full page bleed	9.5 x 12.5
Half-page vertical	3.6875 x 10.5
Half-page horizontal	7.75 x 5.0625
Quarter page	3.6875 x 5.0625



Our guidelines are very specific. This is necessary to maintain the high level of quality that our advertisers and readers have come to expect. Please read and follow these guidelines carefully to achieve the best results.

Phoenix and Tucson Bride & Groom magazines are produced on a Macintosh computer using Adobe InDesign CS4, however, we do not accept InDesign files as camera-ready artwork. We have determined that **FLATTENED** Adobe Photoshop files (.tif or .eps) or High Resolution PDF files are the best formats to submit your ad. They provide for the most accurate reproduction quality.

REQUIREMENTS:

Adobe Photoshop Users:

- If submitting a Photoshop .tif or .eps, you must **FLATTEN** the image to avoid font problems. We are not responsible for mis-printing fonts if the Photoshop file has not been flattened.

Adobe Acrobat High Resolution PDF files:

- Convert all fonts to outlines before creating the PDF.
- Use INDesign's 'Press Quality' settings for the generation of High Resolution PDFs

All Ads:

- Color and Black & White ads must be designed at **actual size, 300 dpi**.
- All colors, photos, and graphics must be **CMYK**. *RGB graphics are not acceptable.*
- Color ads must include a color printout or matchprint proof. *Please be aware that inkjet or color laser proofs are not accurate gauges for final reproduction.
- Black & White ads must include a printed proof.

*Although we do our best to safeguard against printing errors, *Phoenix and Tucson Bride & Groom* are not responsible for errors that occur due to improperly formatted and submitted artwork. Additionally, there may be a fee of \$75 for ads that need to be altered to conform to our production standards.

Advertising Specifications

PROGRAMS ACCEPTED

- Adobe Photoshop (preferred)
- High Resolution Adobe Acrobat PDF files
- We DO NOT accept files created in QuarkXpress or Adobe Illustrator.

GUIDELINES FOR FULL PAGE ADS:

- Keep all text, photo credits and critical parts of photos .25" from the TRIM edge to avoid having text trimmed off when the magazine is cut down to size.
- Our magazines have a .25" bleed. The 'Bleed' area is the part of the full page ad that gets cut off. **For example:** If your ad has a photograph or a solid color in the background that extends to the very edges of the page, you should include an extra .25" of photo or color that extends beyond the 'Trim' measurement. This 'Bleed' area will be trimmed off when the magazines are cut down to size, thus insuring that your ad will have a clean, sharp edge.

FEES:

- A Fee of \$75 will be charged for ads submitted after deadline.
- A fee of \$75 will be charged for ads not submitted to specifications.

AD SUBMITTAL

- *CD-ROM. Ads on CD must be accompanied by a color printout and a business card of the designer.
- Ads on CD should be sent to our Publishing Office:
Bride & Groom Magazines
Attention: Production Manager
9696 Clos du Lac Circle
Loomis CA 95650
- Ads can be uploaded to our FTP site at:
www.phoenixbrideandgroom.com/ftp
User Name: vendoradftp
Password: magazine480
When prompted for the Vendor Name, please enter your business name.

*Phoenix and Tucson Bride & Groom are created on a Macintosh computer. If you are burning a CD from a PC, please make sure that the burn settings are set for all computer platforms.

bride&groom
MAGAZINES

YOUR COMPLETE WEDDING GUIDE

PHOENIX BRIDE & GROOM

Publishing office: 916-660-1956

Sales office: 480-659-4333

www.phoenixbrideandgroom.com

TUCSON BRIDE & GROOM

Publishing office: 916-660-1956

Sales office: 520-320-6600

www.tucsonbrideandgroom.com

9696 Clos Du Lac Circle, Loomis, CA 95650