

Intermezzo ONLINE

Fine Interludes in Food, Home & Travel

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GENERAL REQUIREMENTS

Printing Process: Web Offset Full Run

No. of Columns: 3

Binding Method: Perfect

Colors Available: 4-color process

Trim Size: 8" x 10-3/4"

Bleed Size: 8-1/8" x 11-1/8"

Live Area: 7 x 9-3/4" (essential material must be 1/2 inch from trim).

Format requested: Digital Files. If 4c/film or print images are supplied an additional charge will be made for conversion to digital files.

AD PAGE DIMENSIONS

Non-Bleed Standard Ad Page Dimensions

	Width x Height
Spread	15 x 10
1/2 page horizontal spread	15 x 4-7/8
1 page	7 x 10
2/3 vertical	4-5/8 x 10
1/2 vertical	3-1/2 x 10
1/2 horizontal	7 x 4-7/8
1/3 vertical	2-1/4 x 10
1/3 square	4-5/8 x 4-7/8
1/6 vertical	2-1/4 x 4-3/4
1/6 horizontal	4-5/8 x 2-3/8
1/12 page	2-1/4 x 2-1/4

ISSUE AND CLOSING DATES (PUBLISHED 6 TIMES A YEAR)

Issue	Space Closing Date
January/February 2004	October 10, 2003
March/April 2004	December 10, 2003
May/June 2004	February 11, 2004
July/August 2004	April 10, 2004
September/October 2004	June 10, 2004
November/December 2004	August 12, 2004

Materials closing date is 5 days after space closing date.

ADVERTISING SPECS

Platform:

Mac (preferred) or PC.

Software Applications (must send both):

Quark XPress (accepting up to Version 4.1). Send Quark Collect for output files.

PDF (all images must be hi-res, CMYK and embed all fonts) file must be free of all branding information and contain only the ad material. The document must be made to the correct size of the ad.

Other (additional processing charge):

Illustrator (accepting up to Version 8.0). Fonts must be outlined in Illus. EPS files.

Photoshop (accepting up to Version 5.0). Either .eps or .tiff files.

Color:

4/C process (CYMK) or 2/C or B&W. Please indicate if a Pantone color is running. Otherwise, Pantone and RGB colors will be converted to CMYK.

Disk:

Zip Disk or CD. Include both Printer and Screen fonts and all supporting artwork. Images should be at least 300dpi formatted as EPS or TIFF.



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