

PRIDE GUIDE



**SONOMA
COUNTY
PRIDE™**



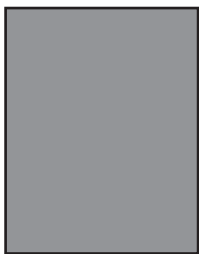
ADVERTISING DESIGN SPECIFICATIONS

FILE FORMAT: Design files must be 100% of size ordered with a resolution of 300 dpi (dots per inch) in grayscale or CMYK format. Files must be compatible with Adobe Creative Suite. Files may be submitted as layered, editable files (.ai, .eps, .indd or .psd) packaged with all necessary images and fonts; as press-ready PDF files; or in .jpg or .tiff format. No other file formats will be accepted.

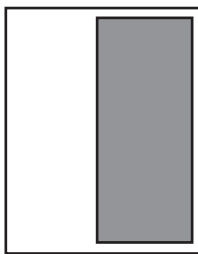
- DO NOT SEND files with spot color (Pantone) or RGB color specifications. Files containing such colors will be converted to CMYK format and the SCP will not be liable for claims for any shift in colors due to this conversion.
- DO NOT SEND image files lower than 300 dpi (except as examples) or files with placed or embedded images lower than 300 dpi. Publisher will not be liable for claims due to the use of Advertiser-supplied low-resolution image files.
- DO NOT SEND images as .gif, .png, .bmp, .pict files, or documents in any text formats (.doc, .txt, .rtf), or files native to design programs other than Adobe Creative Suite such as CorelDraw, Publisher, PowerPoint. Such files will be returned to the Advertiser for replacement.
- Submit print ready artwork to PrideGuide@SonomaCountyPride.org

Ad Design Request Deadline: April 16 2018

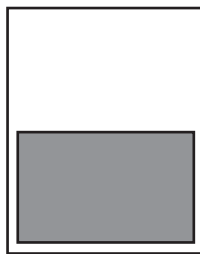
PROGRAM GUIDE AD SPECS



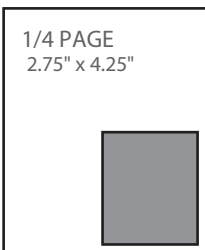
FULL PAGE BLEED
5.75" x 8.75"
see full-page specs



1/2 PAGE VERTICAL
2.75" x 8.5"
non bleed



1/2 PAGE HORIZONTAL
5.5" x 4.25"
non bleed



1/4 PAGE
2.75" x 4.25"

BLEED SIZE

(5.75" x 8.75")

This section of your graphics will be trimmed off after printing.

TRIM SIZE

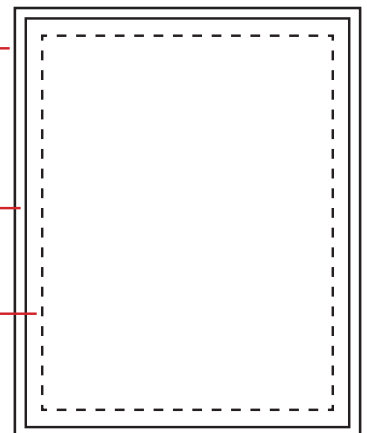
(5.5" x 8.5")

Actual edge of final paper.

SAFE AREA

(5.25" x 8.25")

Use .25" margins on all sides for bleed ads. Absolutely no text, logos, or important parts of the photos beyond this line.



IMPORTANT: Full page ads should be 5.75" x 8.75" with a .125" bleed on ALL sides. Any important information should be within the safe zone -.25" in from the trim line.

AD DESIGN SERVICE - \$200

Ad Deadline Date: April 27 2018

Email Bill Watkins at Florrie3@cox.net to arrange ad design service. Ad design payment goes directly to him.

DISPLAY AD MATERIAL REQUIREMENTS

Files must be submitted as individual pages in separate files.