

Digital File Specifications for Santa Barbara

Production Schedule

2007 Production Schedule

Issue	Spc closing/Ad materials On Sale	
APRIL/MAY 2007	January 5	March 23
JUNE/JULY 2007	March 2	May 18
AUGUST/SEPT 2007	May 4	July 20
OCT/NOV 2007	June 29	Sept 14
DEC/JAN 2008	August 31	Nov 16
FEB/MAR 2008	November 2	Jan 18

Mechanical Requirements

Santa Barbara Magazine is produced Computer to Plate.

- Printing Process: Heat set Web Offset
- Binding Method: Perfect Bound
- Trim size: 9" x 10-7/8"
- Bleed size: 9-1/4" x 11-1/8"
- Live matter not intended to bleed must be 3/8" from trim and binding edges.
- Gutter Safety for Spreads: Critical type and image should not fall within 3/8" of the gutter.

Ad Sizes	Width x Height	(With Bleed)
Full Page	7-3/4" x 10"	9-1/4" x 11-1/8"
2/3 page vertical	5-1/8" x 10"	5-5/8" x 11-1/8" *
1/2 page	7-3/4" x 4-3/4"	9-1/4" x 5-3/8"
1/4 page	3-3/4" x 4-3/4"	no bleed option
Spreads	16-3/4" x 10"	18-1/4" x 11-1/8"

* (allow 1/8" bleed left & right)

Ad Materials

Full Page and Spread Ads

TIFF/IT-P1, CT/LW or raster-based DCS2 with a contract color proof. If your existing pre-press vendor cannot supply a TIFF/IT file, please contact the QuadARM Call center to have your ad processed.

Send Full Page and Spread Ad materials to:

Quad Imaging
Larry Kline
N63 W23075 Highway 74
Sussex, WI 53089
(414) 566-7133
Larry.Kline@qq.com

Partial Page Ads

PDF Vector file with a contract color proof. Please refer to the PostScript and Distilling specifications for your particular applications.

Send Partial Page Ad materials to:

Santa Barbara Magazine
Kate Williams
25 East De La Guerra Street
Santa Barbara, CA 93103
(805) 965-5999
kate@sbmag.com

In-house Ads

In-house ads are created in QuarkXPress 6.0 using Macintosh OS X (10.3.4) Please refer to Technical Requirements Page for layout, image, font, and graphics specifications.

It is the policy of Santa Barbara Magazine not to accept any native application files such as Quark, InDesign, Photoshop or Illustrator. We also do not accept film.

Contract Color Proofs

A contract color proof is required for any ad incorporating a high-resolution image. If a color proof is not supplied, Santa Barbara magazine cannot guarantee color and the client or agency assumes all responsibility for image reproduction. The supplied color proof must meet all SWOP specifications and must include a 6mm 5%, 25%, 50%, 75% and 100% CMYK patch strip for quality color. If and only if the ad materials have been received prior to the materials deadline, a digital proof may be ordered from the magazine for \$75.

Please Supply the Following

- Digital Ad on Zip, CD or DVD which includes: Layout, Images, Fonts, Logos
- Quark "Collect for Output" or similar report
- Direct Digital Contact Proof

Via E-mail

If you are supplying layouts, images, logos or other pieces of your ad digitally, you may e-mail files less than 2 MB to kate@sbmag.com.

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Via FTP

Otherwise you may upload to our FTP site with the following information:

ftp.sbmag.com
user: advertiser
password: sweets

No changes to the ad may be made after the magazine has been shipped to the printer without substantial alteration charges from the printer. An estimate will be provided upon request.

Technical Requirements

Ad layout

- Build pages to trim size and extend bleed 1/8" beyond trim
- On gutter bleed spreads, allow 1/2" either side of gutter for live matter
- Allow 1/4" in from top, bottom and side trim for live matter. All elements must be at 100% size

Images

- TIFF / EPS formats must be 300 DPI
- Photos must be in CMYK format
- No RGB, spot or pantone colors can be accepted
- Do not nest EPS files in other EPS files

Fonts

- Use Macintosh (not PC) stylized fonts and do not apply style attributes to basic fonts
- Provide font folder with screen and printer fonts
- Any font not provided on disk or not compatible with our system will be substituted

Graphics / Logos

- Continuous tone rastered images should be at a 300 line screen or greater
- Bitmap files must be at 1000 DPI or higher
- Four-color solids should not exceed SWOP density of 300%

Production Charges And Disclaimer

Production Charges

Publisher provides design and production services at \$75 per hour. Work in PhotoShop (scanning, retouching, color alteration, silhouetting, image manipulation) and Illustrator (logo and line art cleanup, maps) will be charged at \$100 per hour. Also available are color proofs (\$75), duplicate film or digital files (by special arrangement), and additional color separations (\$75 each). Advance proofs must be requested by ad materials deadline. Alterations after color-proofing stage, including type changes, may result in additional charges.

Disclaimer

Exact color reproduction is our goal, but is not guaranteed. For best results, please keep your ad simple and supply original image in transparency form (chromes or slides). Color variances on press and from issue to issue stay within established SWOP (Standard Web Offset Printing) ranges. We make every effort to alter colors on request, but cannot guarantee satisfaction. Supplied ad materials are handled with care, but publisher is not responsible for damages, or for errors advertiser fails to correct on proofs. All ad materials remain property of the publisher until charges are paid in full.

For complete media information, call us at 805-965-5999 or 888-592-0171.