



## How, When & Where to Send Your Ad

**DEADLINE** - Order ad space today!

Deadline for your print-ready ad submission: **MARCH 31, 2010**

**AD SIZES** - Please refer to your Insertion Order or Rate Card.

### **MAGAZINE SPEC'S**

Trim Size 8.25" x 10.5"

Bleed Size (trim + 0.25") 8.75" x 11" - If ad bleeds (runs all the way to the edge of the page), then design ad/background 0.25" bigger than final trim size

Live Image Area (safe area) 7.25" x 9.5" - This is the safe area; keep text/info within this size to assure none of your important information is lost after trimming.

### **ACCEPTABLE PROGRAMS**

PDF preferred: Make sure file is saved as hi-resolution CMYK files (300/300/1200dpi) and all fonts are embedded. If file was created in Photoshop & your ad is BW, leave file as grayscale.

Photoshop: Submit file 300 dpi or higher. Save as either .jpg or .tif file formats. It is OK to email RGB files (smaller file size); we will convert them to CMYK.

Illustrator CS 3 or lower. All fonts must be outlined. Placed image(s) must be saved and included with file. Email as an Illustrator .AI file.

InDesign CS 3 or lower (Mac only). Include all placed art and Mac fonts. Stuff complete folder before emailing.

### **PRINTING RESOLUTION**

- Glossy cover pages will be printed at 133 lpi
- Inside newsprint pages will be printed at 85 lpi
- All photos must be saved at actual size at 300 dpi

### **BEFORE SUBMITTING YOUR AD**

- In order to hold space, we must have a completed and signed Insertion Order!
- Double check size, resolution, programs and proof read – we charge \$10 for each resubmission. Our graphic's department will check your file and reply to the senders email address, stating the receipt of your ad, if it was submitted correctly or what needs to be fixed on your file for it to print properly.
- We print on newsprint, so don't use type below 7pt because it will be illegible.
- Be sure to name your ad file with the name of your company/project.

**PRINT OUTS** - Printed out ads not accepted. Ads have to be submitted electronically

**DISCLAIMER** - Although we pay close attention to every ad that we receive, we are not responsible for how an ad will look if it is sent incomplete or incorrectly.

**DESIGN CHARGES** - In-house design services avail. Approx. 1-3 hrs per ad at \$65/hr.

**CONTACT INFO** - 775-337-8626 • Fax: 775-337-6499,

**EMAIL YOUR AD TO:** [design@BluesFestivalGuide.com](mailto:design@BluesFestivalGuide.com)

**MAIL PAYMENTS TO:** RBA Publishing INC, P.O. Box 50635, Reno, NV 89513