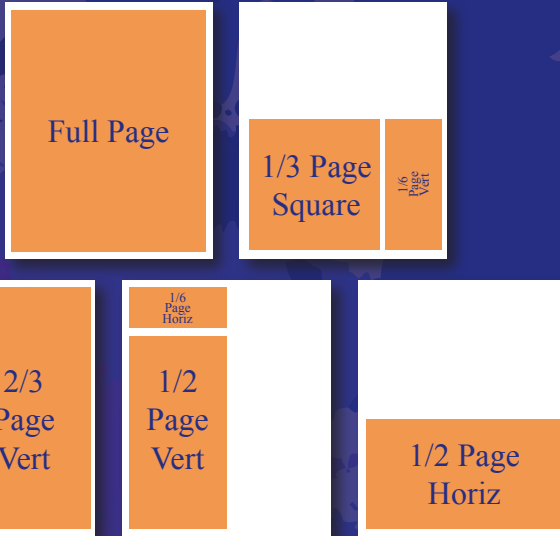




MALIBU

Fall 2019 - Summer 2020 the guide

PUBLICATION SIZE: 8 1/4" X 10 3/4"



AD SIZES

SIZE	DIMENSIONS	DECIMAL
FULL PAGE (non bleed)		
Trim Size	8 1/4"x10 3/4"	8.25"x10.75"
Non Bleed Live Area	7 1/4"x9 3/4"	7.25"x9.75"
FULL PAGE (bleed)		
Bleed Size	8 1/2"x11"	8.5"x11"
Bleed Live Area	7 1/4"x9 3/4"	7.25"x9.75"
TWO THIRDS PAGE (v)	4 3/4"x9 3/4"	4.75"x9.75"
HALF PAGE		
Vertical (v)	2 1/4"x9 3/4"	2.25"x9.75"
Horizontal (h)	7 1/4"x4 3/4"	7.25"x4.75"
THIRD PAGE		
Vertical (v)	2 1/4"x9 3/4"	2.25"x9.75"
Square (s)	4 3/4"x4 3/4"	4.75"x4.75"
ONE FOURTH PAGE (h)	7 1/4"x2 1/4"	7.25"x2.25"
ONE SIXTH PAGE		
Vertical (v)	2 1/4"x4 3/4"	2.25"x4.75"
Horizontal (h)	4 3/4"x2 1/4"	4.75"x2.25"
ADVERTORIAL SPECS		
Full Page	450 words + up to 3 photos	
2/3 Page Vertical (v)	250 words + up to 2 photos	
1/3 Page Vertical (v)	250 words + up to 1 photo	

FILE SPECIFICATIONS

Preferred File Format: High Quality PDF or TIFF (Be sure all embedded graphics and photos are CMYK, 300dpi). Other acceptable but not preferred formats include CMYK, 300dpi .eps, .psd, or .jpg but must be flattened with no layers.

Color Settings: All colors must be CMYK. No RGB, Pantone, or spot colors will be accepted. All spot colors need to be converted to CMYK prior to submission.

Please Note: We CAN NOT accept Publisher, Pagemaker, Pages, Word, or PowerPoint documents.

Photos, Logos, and Other Art: All photos to be used for you ad must be a minimum of 300dpi resolution. All vector files such as logos must be in .ai or .eps format. Any photo that we must obtain for you will be charged the cost of the photo we incur to acquire it.

Fonts: Any fonts that must be used in ad must be provided to us if we don't have that font. Any copyrighted font that is requested for your ad that is not in our library and must be purchased will have it's cost added to the bill. Custom fonts are available for design at a cost. Please inquire about this separate design fee. All created fonts we reserve the right to use in future works of Tell-Tale Arts but will not be sold or redistributed.

Advertorials: Advertorial Placements are ads that read like an article. Please supply the appropriate amount of advertorial copy in a text file format such as Word. Please supply the appropriate number and subject matter of high-resolution (minimum 300dpi) photos in .jpg, .tif, or eps format. We will format the advertorial to look like the respective issue's articles.

SUBMITTING YOUR AD

Please use specifications provided. Make sure to include your contact information including phone and email. Always include the advertising company's name in the file name.

1.) DropBox: A publicly accessible folder has been setup to upload your ad files to. Please go to <http://tinyurl.com/malibutheguide>, create a new folder with the advertiser's name and upload all relevant files into this folder. Instructions are included in the parent folder. If you have any questions or concerns please contact Tell-Tale Arts

2.) Email: Send ad files to info@tell-talearts.com

NEED AN AD DESIGNED?

Email info@tell-talearts.com to find out how we can create an amazing ad for you!