

SPIRIT^{OF}THE VALLEY

The Magazine of Mountain Wellness

AD FORMAT INSTRUCTIONS

Electronic or camera ready ads can be mailed on CD, to Angela Earle, PO Box 3730, Hailey, ID 83333 with the return address and SASE for media you would like returned.

- Camera ready ads must be VELOX or RC paper output of 85 lpi.
- Scanned images must be 200 dpi or greater at 100 percent.
- Digital files can be emailed to: sovads@yahoo.com.
- Color ads should be in CYMK mode.

If you don't know what this means please call Angela at 208-720-2674.

MAC FORMAT *

All pre-built ads need to be supplied in digital format and created in:

*Quark Express
Adobe Pagemaker
Adobe Illustrator
Macromedia Freehand
Adobe Photoshop*

Ads should be submitted in native programs with all images and fonts included. Please include a PDF file of the final ad for proofing or send a high resolution PDF file for print. Ads can change from computer to computer and need to be double-checked.

PC FORMAT *

Ads must be submitted in press ready, high resolution PDF files.

**JPEG and WORD files are NOT print ready
and may be subject to design charges.**

* Design charges will apply to ads that require additional services, including: Ads submitted in pieces and parts, ads from scratch, and ads requiring design changes, either by your request or as necessary to make an ad ready for print.

NOTE: We cannot take responsibility for improperly formatted ads. If you have questions regarding ad building or what makes a good ad please call Angela or Heera. Ads requiring design services will be billed at our production rate of \$60/hour at T-Graphics.

WHERE DOES MY AD GO?

PHONE

208-720-2674

EMAIL

sovads@yahoo.com

US MAIL

**po box 3730
Hailey, Idaho
83333**

FEDEX / UPS

1451 Baldy View Drive

CONTACT

**Angela Earle
Heera Sazevich**

AD-Build Prices

**If you need an ad built,
production prices are
\$60/per hour of studio time.**

Spirit of the Valley • 208-720-2674

Angela Earle for Issue information and deadlines • 208-720-2674

Heera Sazevich for ad dimension rates and to purchase ads • 1-415-717-8881

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AD SIZES

SIZE	DECIMAL SIZE	FRACTION SIZE
Full page 2 or 4-column	9.25 w x 12.25 h.....	9 1/4 w x 12 1/4 h
1/2 page horizontal 2 or 4-column	9.25 w x 6 h.....	9 1/4 w x 6 h
1/2 page vertical 4-column	4.5 w X 12.25 h.....	4 1/2 w x 12 1/4 h
1/3 Page vertical (only)	4.5 w X 8.375 h	4 1/2 w x 8 1/3 h
1/4 page 2-column	4.5 w X 6 h	4 1/2 w x 6 h
1/6 page 2 or 4 - column	4.5 w x 3.9375 h	4 1/2 x 3 15/16 h
1/8 page 2 or 4-column	4.5 w X 2.9375 h	4 1/2 w x 2 15/16 h
1/8 page 4-column	2.1875 w X 6 h	2 13/16 w x 6 h
1/16 page 2 or 4-column	2.1875 w X 2.9375 h	2 3/16 w x 2 15/16 h

