



Media Kit 2010

Production Specifications

Mechanical Requirements

Where to Retire is produced computer-to-plate, printed web offset, saddle-stitched, and has three columns to a page.

Space	Live Area	Bleed	Trim
Spread	15 1/2" x 10"	16 5/8" x 11 1/8"	16 3/8" x 10 7/8"
Page	7" x 10"	8 7/16" x 11 1/8"	8 3/16" x 10 7/8"
2/3 page	4 5/8" x 10"	5 3/8" x 11 1/8"	5 1/8" x 10 7/8"
1/2 page, H	7" x 5"	8 7/16" x 5 5/8"	8 3/16" x 5 7/16"
1/2 page, I	4 5/8" x 7"	5 3/8" x 7 5/8"	5 1/8" x 7 3/8"
1/2 page, V	3 1/2" x 10"		
1/3 page, V	2 1/4" x 10"		
1/3 page, S	4 5/8" x 4 7/8"		
1/6 page	2 1/4" x 4 7/8"		

*Keep live matter and type 3/4" from gutter on both pages.

Digital Specifications

Accepted media: CD, DVD, ZIP

Software file formats supported:

Layout: Quark Xpress 8

Image editing: Photoshop CS4

Illustration: Adobe Illustrator CS4

Press-Ready PDF files

Microsoft software is not supported, please DO NOT send Microsoft files.

Include all fonts, both screen and printer, used in the ad. Do not embed type. Do not use TrueType fonts. Include all graphics and original art incorporated in the ad. Images must be at least 300 dpi. Save images as CMYK or Grayscale. Convert RGB images to CMYK. Convert spot colors to CMYK. Include trapping. Use only EPS or Tiff files. JPEG is not supported.

InDesign files must be accompanied by a press-ready PDF. PDF files need to contain 1/8" bleed outside trim. Files should not contain RGB or spot colors.

Supply a SWOP-calibrated contract color proof at 100% of size with color bar. Send only files required for the current issue ad. Include trim, bleed and center marks in all separations. Keep all crop and register marks 1/4 " outside magazine trim size. We do not return materials unless specified.

For more detailed specifications, contact Dave Hart at Vacation Publications, 713-974-6903.

Send materials to:

Dave Hart

Where to Retire

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