

AD SPECS & DIMENSIONS

IF SAN DIEGO STYLE WEDDINGS IS CREATING YOUR AD

To ensure that your ad is created and returned to you for approval in a timely manner, please supply the following materials:

- All text to be included in the ad. Please submit both the ad text and any design requests.
- The logo as an EPS file. If you do not have this file, we also accept high resolution PDF, JPEG or TIFF files.
- The high resolution image(s) that you would like to include as a JPG, TIFF or PDF file(s).
- If you have a sample ad you would like us to refer to while creating your ad, please supply that as well.

IF YOU ARE PROVIDING YOUR AD

Digital materials are preferred. Please supply native InDesign with all support files and fonts, PDF/X-1 or Press Ready PDF documents. **Please send files through Dropbox, Google Drive or WeTransfer to alyssa@sandiegostyleweddings.com.**

Files need to be the correct page size including bleed and be oriented head up. All fonts must be embedded, and all images must be high-resolution (300 dpi or higher) and be in CMYK color space. Ads are recommended to be supplied with a 100% of size contract-quality proof (Iris, Kodak Approval, Rainbow, DryJet, FirstProof, or equivalent).

Crop marks offset by .375" and no other marks
Color Conversion to the "U.S. Web Coated (SWOP) v2"



Bleed: This area is trimmed off during the printing process to ensure the ad meets the edge of the publication, extending beyond the trim edge and leaving no white margin. When a document has a bleed, it will be printed on a larger sheet of paper and then trimmed down.

Trim: This is the final edge of the publication after the printer trims off the bleed.

Live Area: No text or important objects should be located outside the live area. Our live area is .5" away from the trim.

Trim size of publication is **8.375" x 10.875"**

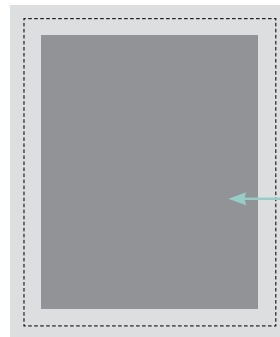
Binding method: **perfect bound**

Bleeds: **Please add .25" to all sides of ad, example: full page becomes 8.875" x 11.375"**

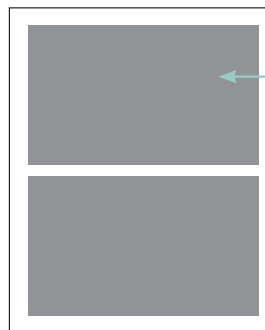
To avoid critical information from trimming off, text must not extend beyond .5" from all trims.



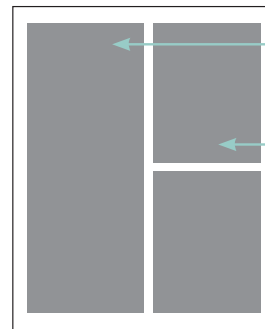
Spread*
16.75" x 10.875"
Bleed: .25" on all sides
Art Size: 17.25" x 11.375"



Full Page*
8.375" x 10.875"
Bleed: .25" on all sides
Art Size: 8.875" x 11.375"



1/2 Page Horizontal, non-bleed
7.5" x 4.85"



1/2 Page Vertical, non-bleed
3.65" x 9.955"

1/4 Page, non-bleed
3.65" x 4.85"

Disclaimer: *San Diego Style Weddings* is not responsible for errors the advertiser fails to correct. The color of your on-screen ad proof and the printed ad may not be exact, and can vary upon publication. Images saved directly from the web are most likely low resolution and rarely convertible to the required resolution for print.