

Bush Style

MAGAZINES

Ad Sizes & Specifications Sheet

Artwork Requirements

File Formats Bush & Associates (B&A) preferred file format is **PDF/X-1a (Vector)**. PDFs must be high-resolution (**300 DPI minimum**) and all fonts must be embedded. No nesting of EPS files please.

Resolution To ensure the sharpest and cleanest images are available for printing your ad, we request that all files and images submitted be at least **300 DPI at actual print size**. Please be aware that images used on the web for viewing purposes are NOT suitable for quality printing. Also note that resampling an image by increasing the number of pixels in any editing software will likely produce undesirable effects such as blurriness or loss of details. **Low resolution files and Web images will be rejected.**

Color All color files must be **CMYK** (Process color) No Pantone spot colors. We are not responsible for color shifts due to color conversions.

Support To proceed with any revisions or design changes when requested by clients, we request original files (layered) in InDesign, Photoshop or Illustrator, including all fonts (screen and printer font files) and all placed/linked digital files (tiffs, eps, etc). NO QuarkXpress, Word or Freehand files please.

Proofs

Advertisers and ad agencies must submit high-end digital contact proofs that follow SWOP (Specifications Web Offset Publications) standards with ad material even if they load digital files on our FTP site or email us proofs. (DPI of 200 to 400; LW of 80 and CT of 12.) If not, B&A assumes no responsibility of color issues. Proofs must be 100% size and made from final digital file B&A received. All ads are to be signed-off on before press time. Crop marks please.

Ad Specifications

Trim size of B&A full-sized *Style* magazines is 8.75" wide by 10.938" high. Bleeds need to be a minimum of 1/8" or .125" on all four sides. We prefer no text outside .5" of all four margins, which translates into keeping all text and vital visuals (except background bleed) in the live area of 7.75" by 10". All material must be .25" from trim, safety is 3/16" or .1875" from center line. B&A sells placement, so it's a good idea to allot for more "white space" (3/16") on gutter side.

Printing Specifications

Printing Process: Offset Web
 Binding Process: Perfect Bound and Saddle Stitched
 Magazine Trim Size: 8.75" by 10.938"
 Technology: Computer-to-Plate
 Transfer Files to Printer: File Transfer Protocol (FTP) over the super-fast dual T-1 lines.
 Files Submitted: CMYK, High-Resolution, PDFs
 Ad Agencies: Provide color proofs of PDFs at 100% size; have all color modes at CYMK (no spot colors); resolution set at 300 DPI; embed all fonts; crop marks must be offset by at least 18 points or .125" of an inch.

Send Proofs, CDs or DVDs to:

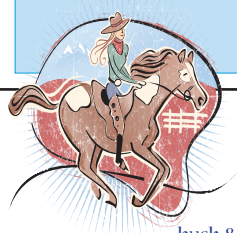
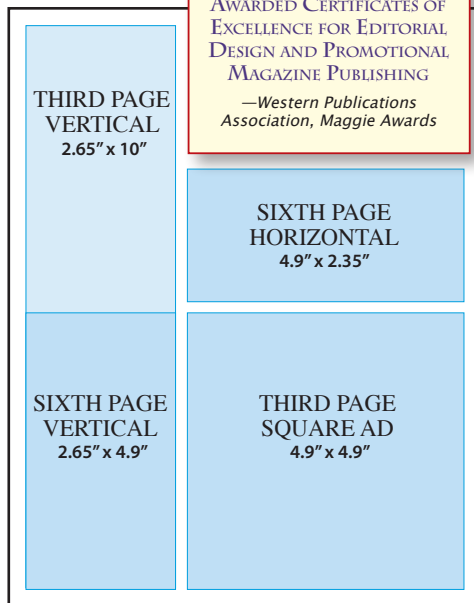
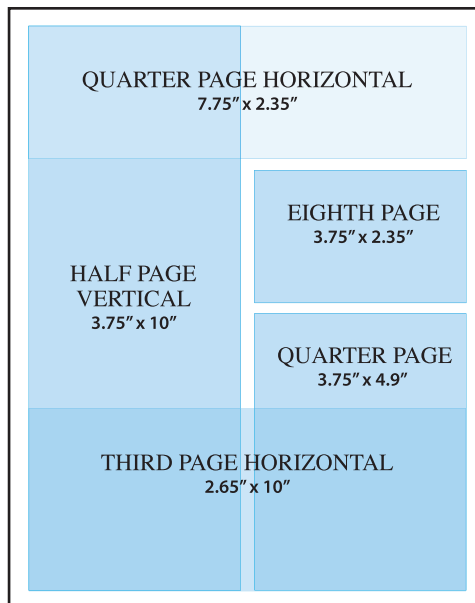
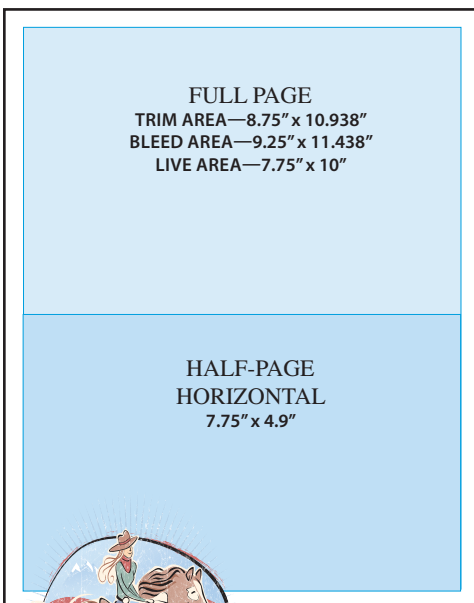
Bush & Associates, Inc.
 P.O. Box 577
 300 S. Mahoney, C-8
 Telluride, CO 81435
 970-728-3422 Phone, 970-728-0261 Fax
 Email: ads@bushpublications.com

Digital Transfers

Email: ads@bushpublications.com
 FTP: //BUSHUP@tellurideofficialguide.com
 User Name: BUSHUP
 Password: BUSHUP

AD SIZES	DIMENSIONS (WIDTH X HEIGHT, IN INCHES)
TRIM AREA	8.75 X 10.938
FULL-PAGE BLEED	9.25 X 11.438
FULL-PAGE LIVE	7.75 X 10
SPREAD BLEED	18 X 11.438
HALF-PAGE HORIZONTAL	7.75 X 4.9
HALF-PAGE VERTICAL	3.75 X 10
THIRD-PAGE VERTICAL	2.65 X 10
THIRD-PAGE SQUARE	4.9 X 4.9
THIRD-PAGE HORIZONTAL	7.75 X 3.25
QUARTER-PAGE VERTICAL	3.75 X 4.9
QUARTER-PAGE HORIZONTAL	7.75 X 2.35
SIXTH-PAGE HORIZONTAL	4.9 X 2.35
SIXTH-PAGE VERTICAL	2.65 X 4.9
EIGHTH-PAGE	3.75 X 2.35

BUSH & ASSOCIATES
 AWARDED CERTIFICATES OF
 EXCELLENCE FOR EDITORIAL
 DESIGN AND PROMOTIONAL
 MAGAZINE PUBLISHING
 —Western Publications
 Association, Maggie Awards



Lifestyles & Legacies of Telluride & Montrose

1/23/08 Created/Modified By CWM