

Guidelines for Submitting Display Ads

We want you to look your best! The information on these pages will help you make an ad that fits on the printed Art Guide Northwest page and is technically correct. Please take a few minutes to read through these directions, or else ask your designer to read them before starting on your ad design. Ads that are not made to specification will be returned, and you will be asked to either provide new materials or else allow us to create an ad for you.

QUICK INSTRUCTIONS:

- Find your ad size, below
- Make your document size the same as the dimensions in the “include bleed” column.
- Set your margins to .5" left and right, .3" top, and .5" bottom. These margins are your “safe zone.”
- Design your ad with important information inside the margins and anything you want to bleed filling the whole dimensions.
- Confused? View or download the Ad Diagram.
- When making your PDF do not include crop marks and do not downsample images
- Name your PDF with your gallery name
- Remember: proofread your ad before you submit it!

DIMENSIONS:

Important! Every ad has a locator number at the bottom and you must leave a clear area at the lower right for this information. See “Space for Ad and Map Reference Number” below.

SIZE	INCLUDING BLEEDS		TRIMMED SIZE
	INCHES (W x H)	PICAS & POINTS	
Full page	4.5" x 9.25"	or 27p x 55p6	4.25" x 9"
Half page	4.5" x 4.75"	or 27p x 28p6	4.25" x 4.5"
1/3 page	4.5" x 3.25"	or 27p x 19p6	4.25" x 3"
1/3 page with city banner	4.5" x 3.139"	or 27p x 18p10	4.25" x 2.9"
1/4 page with city banner	4.5" x 2.417"	or 27p x 14p6	4.25" x 2.17"
1/5 page with city banner	4.5" x 1.931"	or 27p x 11p7	4.25" x 1.68"

Keep 1/6" from trimmed edge!

BLEEDS:

Plan your background to go beyond the trimmed edge of the page by 1/8" (9pt) space top and bottom and 1/4" (1p6) left and right. See the attached diagram.

LIVE AREA

So that crucial information does not get trimmed off during binding, we recommend that you keep your text at least 1/6" (1 pica) from the top and sides. See the next paragraph for space at the bottom.

SPACE FOR AD AND MAP REFERENCE NUMBER:

Each ad has a small ad reference number at the bottom of the ad. **Make sure you leave 1/4" (1p6) space at the bottom** and that no type or image other than your background fall there. See the attached diagrams.

COLOR SPECIFICATIONS:

Art Guide is printed using 4-color process. Specify all colors in your ad as CMYK process colors.

Rather than using 100% black to make a black background, use the formula 60% cyan, 40% magenta, 40% yellow, 100% black for a denser black.

RGB TIFFs must be converted to CMYK before we print them, and we will do so, whether you do or not.

FILE FORMATS:

PDFs: Follow the Quick Instructions at the top of the first page. Check to see that your images are the proper resolution. Then, use "PrintOptimized" settings in Distiller to avoid having your images downsampled. Be sure to include the fonts in your file when you print to Distiller.

Please don't include crop marks when you print your file to Distiller. Crops and other labels are not helpful.

Quark Xpress on the Macintosh is used to produce the ART GUIDE. Quark Xpress files from the PC or the Mac are welcome. Quark templates for ads are available. E-mail scribe@olympus.net.

Freehand or Illustrator: Please send both the original file and an eps. Please include printer and screen fonts for any font in your ad or else convert type to paths before you send. Also include any TIFFs or graphics placed in your ad.

InDesign: Please convert to PDF (see babove).

IMAGE FORMATS:

Images need to be 300 pixels per inch at their final size. You may send either CMYK or RGB images, but RGB images will be converted to CMYK during prepress. CMYK does not match RBG perfectly. We accept images in the following formats: .TIF, .JPG (saved at the "highest quality" setting) and .EPS if your image has clipping paths.

MEDIA ACCEPTED:

Zip disks, CDs, DVDs and 3.5" floppies. You can also e-mail your ad if your e-mail program supports attachments. Compress files before you send them (WinZip or StuffIt). Name your compressed file with your company name please.

WHERE TO SEND YOUR AD MATERIALS:

Mail or e-mail your ad materials (ad layout, images, directory information, artists and gallery categories) to

Brenda Tipton
btipton@artguidenw.com

Tipton Publishing Co.
14419 Greenwood Avenue N.
PMB 422
Seattle, WA, 98133
206/367-6831, fax 206/365-0476

Contact Valerie Brewster, scribe@olympus.net, Art Guide production, with your technical questions.

The ad dimensions, bleeds, live area and space for ad and map reference numbers are important!

TRIMMED SIZE

Pink line shows trimmed edge of the page

LIVE AREA

Blue line shows the "safe zone" where none of your words or images will be trimmed off in binding. Ads in the middle of the book are trimmed narrower than those at the beginning and the end. Be safe with your important information and stay inside the live area!

MAP IDENTIFIER

Yellow circle highlights the ad number and the page number of the map where the advertiser is located. Leave at least .25" space clear for this information. There should be no type close to this. Your ad will be sent back or resized to fit the information.

contemporary crafts

Joanna Lynam





Laguiole Knives

Kristen Ford



**Mon.-Fri. 10-8
Sat. 10-6
Sun. 11-5**

1815 N. 45th #212, Seattle, WA 98103
206/547-4983 • Free Parking
www.crackerjackcrafts.com

55a (See map on page 6)

Photo: Mark Booth

View
Seattle's Oldest
Glassblowing
Studio &
Tour Our Gallery
of Regional
& International
Artists

**GLASSHOUSE
STUDIO**

311 Occidental Ave. S
Seattle, WA 98104
206.682.9939
Mon.-Sat. 10am-5pm, Sun. 11am-4pm
First Thursday 10am-8pm
Glasshouse-Studio.com

55b (See map on page 6)