



Digital Requirements

PROVIDED BY THE PRODUCTION DEPARTMENT

MEDIA & FILE FORMATS

CD ROM or FTP Upload (preferred format)*

* Along with CD or an FTP upload, please provide one Acceptable Proof, the Issue Date, Advertiser, Agency Name, Phone Number, Contact Person, and Ad Name/#. Media is non-returnable.

Preferred File Format: PDF-X 1/a.

A properly created PDF/x-1a file supplied on a disk with a high-quality SWOP-standard proof is the preferred format for camera-ready advertisements.

Alternate File Formats Accepted: **Native Application Files (MAC ONLY)**

Adobe CS3 (Illustrator, InDesign, Photoshop). PC USERS MUST PROVIDE HI RES PDF-X 1/a, or a PDF FOR PRINT.

PDF files must contain only 4-color process images (CMYK).

Portland Monthly is not responsible for PDF files prepared incorrectly.

Image Requirements: All images provided for ads should be final, color corrected, hi-resolution (300dpi) CMYK files. TIF or EPS file type recommended. Hi-Res images should not be scaled more than 115% to maintain image quality.

ACCEPTABLE PROOFS

A PROOF MUST BE PROVIDED

Press Proofs, Kodak Approvals, or EPSON Proofs are required for color guidance on press.

PLEASE NOTE:

- Supplied color guidance must meet all SWOP specifications with 5%, 25%, 50%, 75%, 95%, and 100% CMYK control patches.
- Proofs must be provided at 100% size with cropmarks.
- Color laser proofs are NOT acceptable for color guidance on press. If an acceptable proof is not supplied, we can provide a proof of your ad for an additional charge. *Please consult your account representative for more information.*

PRODUCTION REMINDERS

Additional Production Charges for the Advertiser may result if the below guidelines are not followed.

- All spread ads should be prepared as two individual bleed pages. (See full page bleed dimensions)
- Do NOT send JPEG or GIF files. Do NOT send files in RGB.
- All spot colors should be converted to CMYK.
- The magazine prints at 150 line screen, maximum ink density is 280%
- All ads created in any unacceptable format will not be accepted and will need to be resubmitted or recreated.
- All ads submitted should be suitable to print as is. *Portland Monthly* is not responsible for any errors in content, or color shifts on press if no approved color proof has been supplied.
- If files are prepared improperly and mechanical requirements are not met, *Portland Monthly* will not guarantee the reproduction of the ad.

AD SUBMISSION

Email: ads@portlandmonthlymag.com

FTP Dropbox: <https://portlandmonthly.groupdropbox.com/login>

User: advertiser@sagacitymedia.com | **Password:** oakstreet

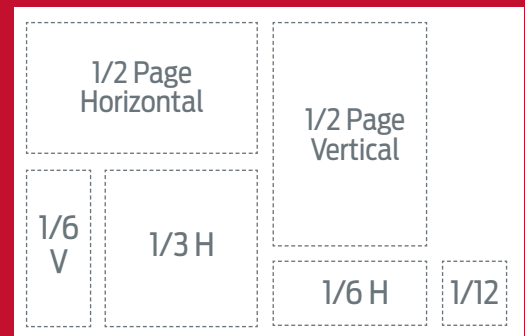
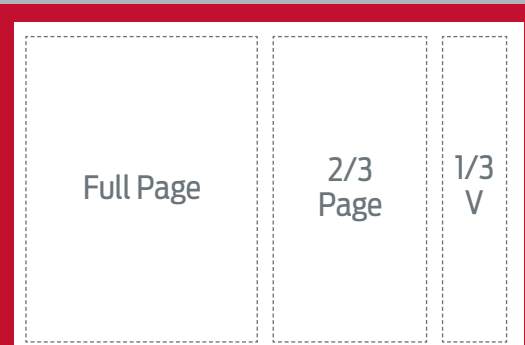


Diagram not drawn to scale, please see measurements for exact dimensions.

AD SIZES	WIDTH	HEIGHT
Full Page Bleed	8.625"	11.125"
Trim	8.375"	10.875"
Live Area (safety*)	7.625"	10.125"
Full Page Non-Bleed	7.5"	9.875"
2/3 Page (Vertical Only)	4.75"	9.75"
1/2 Page Vertical	4.75"	7.25"
1/2 Page Horizontal	7.375"	4.75"
1/3 Page Vertical	2.25"	9.75"
1/3 Page Horizontal (square)	4.75"	4.75"
1/6 Page Vertical	2.25"	4.75"
1/6 Page Horizontal	4.75"	2.25"

All ads must use these dimensions. If they do not, the ad will be resized to fit the designated space at advertisers' expense.

*SAFETY: All live matter should be 3/8" from the trim size on all four sides. *Portland Monthly* is not responsible for any information or live matter placed outside the safety that is trimmed or cut off.

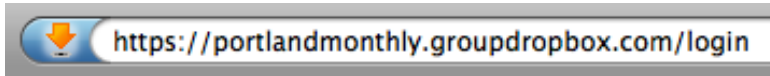
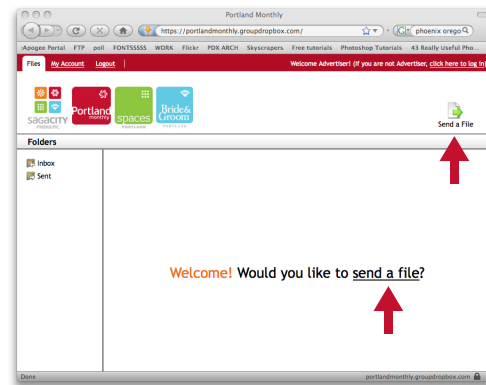
PLEASE SEND ALL MATERIALS TO:

Portland Monthly Production Department
921 SW Washington, Suite 750 | Portland, Oregon 97205

Questions: Contact our Production Director,
Scott Weber at 503.222.5144 x118

Instructions for Sending Ad Creative to *Portland Monthly*.

1 Logon to <https://portlandmonthly.groupdropbox.com/login>

A screenshot of the login form on the website. It features a header with logos for sagacity media, inc., Portland monthly, spaces, and Bride & Groom. Below the logos, the text "Please login below" is followed by two input fields: one for the email address (containing "advertiser@sagacitymedia.com") and one for the password (containing "oakstreet"). A "Forgotten your password?" link is next to the password field. There is a "Remember me on this computer" checkbox and a "Login" button at the bottom.

2 Login with above info

3 Click either "send a file" link

4 Click on "To"

5 Select "Send Ads to *Portland Monthly*" from the popup menu

6 In the Subject Line, Type in the Issue Date, Publication Name & Advertiser

7 Browse your server to find the file to upload

8 In the Message Box type the Advertiser Name, Contact Information, File Name, Issue Date and Ad Size

9 Click Send

10 Logout

