

### MEDIA & FILE FORMATS

#### CD ROM or FTP Upload (preferred format)\*

\* Along with CD or an FTP upload, please provide 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).

Seattle Met 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 recommended 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 300dpi (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. *Seattle Met* 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, *Seattle Met* will not guarantee the reproduction of the ad.

### AD SUBMISSION

#### Email

ads@seattlemet.com

**FTP Dropbox:** <https://seattlemet.groupdropbox.com/login>

**User:** advertiser@seattlemet.com | **Password:** westernavenue

### PLEASE SEND ALL MATERIALS TO:

Seattle Met Production Department  
1201 Western Ave, Ste. 425, Seattle, WA 98101

Questions: Contact our Production Manager,  
Mary Bradford at 206.454.3020  
mbradford@seattlemet.com

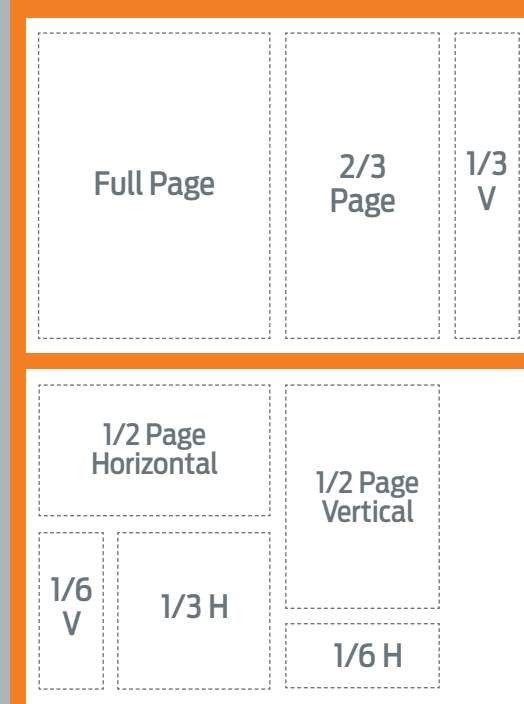


Diagram not drawn to scale, please see measurements for exact dimensions.

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"	9.875"
1/2 Page Vertical	4.75"	7.375"
1/2 Page Horizontal	7.3125"	4.875"
1/3 Page Vertical	2.3125"	9.875"
1/3 Page Horizontal (square)	4.8125"	4.8125"
1/6 Page Vertical	2.3125"	4.8125"
1/6 Page Horizontal	4.75"	2.3125"

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. *Seattle Met* is not responsible for any information or live matter placed outside the safety that is trimmed or cut off.