

### MEDIA & FILE FORMATS

#### Preferred File Format: PDF-X 1/a

All ads submitted should be suitable to print as is. *Seattle Met* is not responsible for any errors in content, or for PDF files prepared incorrectly. All ads created in any unacceptable format will not be accepted and will need to be resubmitted or recreated.

**CMYK Color Mode is Required.** RGB, Lab, and Spot color are **not** acceptable. Maximum ink density is 280%.

**Resolution:** The magazine prints at 300dpi.

**Image Requirements:** All images included in ads should be final, color corrected, hi-resolution (300dpi) CMYK files. Hi-Res images should not be scaled more than 115% to maintain image quality.

**Spreads:** All spread ads should be prepared as two individual bleed pages. (*See full page bleed dimensions*)

**NOTE: Additional production charges for the advertiser may result if the above guidelines are not followed.**

### COLOR PROOFS (optional)

An approved color proof may be provided. *Seattle Met* is not responsible for color shifts on press if no such color proof has been supplied.

Press Proofs, Kodak Approvals, or EPSON Proofs are acceptable for color guidance on press. Color laser proofs are **NOT** acceptable.

#### PLEASE NOTE:

- Supplied color guidance must meet all SWOP specifications.
- Proofs must be provided at 100% size with cropmarks.
- If you cannot provide one yourself, we can provide a proof of your ad for an additional charge.

*Please consult your account representative for more information.*

### AD SUBMISSION

#### EMAIL (for files <10MB in size)

ads@seattlemet.com

NOTE: Please include name of advertiser, and issue of publication in the subject line.

#### FTP DROPBOX

<https://seattlemet.groupdropbox.com/login>

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

1. Select "Send a File."

2. Click the "To" button, then select "Send Ads To Seattle Metropolitan" from the dropdown menu.

3. Please include name of advertiser and issue of publication in the Subject line. Also, please include a contact name/number in the Message field.

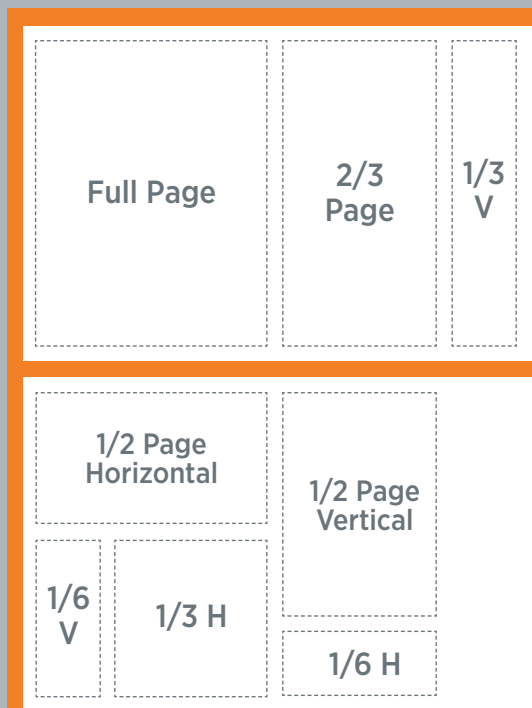


Diagram not drawn to scale, please see measurements for exact dimensions.

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.

### PLEASE SEND ALL MATERIALS TO:

**Seattle Met Production Department**  
509 Olive Way, Suite 305, Seattle, WA 98101

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