

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.

All ads must be submitted as PDF files. Preferred File Format: PDF-X 1/a.

PDF files must contain only 4-color process images (CMYK). No spot colors. Maximum ink density is 280%. Rich blacks should be built CMYK as 40-30-30-100. All fonts must be embedded.

Aspen Sojourner is not responsible for PDF files prepared incorrectly.

Image Requirements: All images 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. 1200 dpi for bitmap files.

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. You will be charged \$35 for a color proof if one is not provided.

PRODUCTION REMINDERS

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

- All full-page ads must be sized to 9" x 10.875". Please include crop marks. If bleed is required add .125" of bleed on all four sides.
- **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.
- Magazine is perfect bound, 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. Aspen Sojourner 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, Aspen Sojourner will not guarantee the reproduction of the ad.
- Advertisers must supply a mock sample of all inserts to make sure they meet printer specifications.

PRODUCTION CHARGES

- 4 color scan = \$55
- Design/Layout = \$80/hour
- Ads Collected on Disc = \$25
- Color proof = \$35
- Ad Revisions = \$50/hour
- PDF conversion = \$25

AD SUBMISSION

Email: jbrumet@aspensojourner.com

FTP Dropbox: <https://mountainpublications.groupdropbox.com/login>
 User: advertiser@sagacitymedia.com | Password: mountainads

PLEASE SEND ALL MATERIALS TO:

Aspen Sojourner
 411 E Main St., Suite 211, Aspen, Colorado 81611

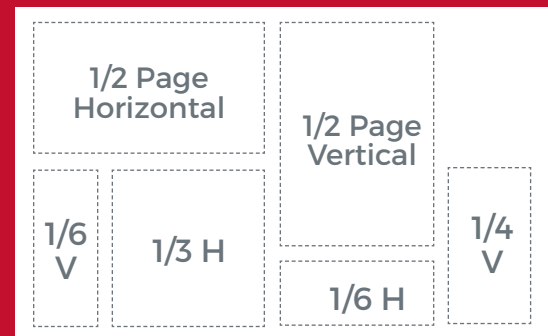
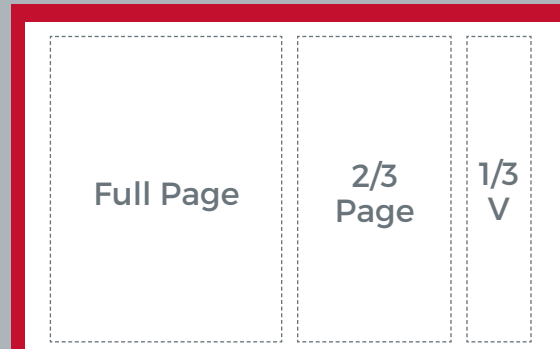


Diagram not drawn to scale, please see measurements for exact dimensions.

AD SIZES

	WIDTH	HEIGHT
Full Page with Bleed included	9.25"	11.125"
Trim	9"	10.875"
Live Area (safety*)	8.25"	10.125"
Full Page Non-Bleed	8.25"	10.125"
2/3 Page (Vertical Only)	4.75"	9.625"
1/2 Page Vertical	4.75"	7.125"
1/2 Page Horizontal	7.875"	4.75"
1/3 Page Vertical	2.875"	9.625"
1/3 Page Horizontal (square)	4.75"	4.75"
1/4 Page Vertical	3.75"	4.75"
1/6 Page Vertical	2.875"	4.75"
1/6 Page Horizontal	4.75"	2.375"
Spreads** (2 pgs w/bleed)	9.25"	11.125"

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" (.375") from the trim size on all four sides. Aspen Sojourner is not responsible for any information or live matter placed outside the safety that is trimmed or cut off.

Questions: Contact Jo Brumet at 970.429.5849