

PRODUCTION SPECIFICATIONS

Santa Barbara Magazine accepts advertisements supplied to press quality, PDF/X-1A standards

	WIDTH X HEIGHT
SPREAD BLEED	16.5" x 11.125"
SPREAD TRIM	16.25" x 10.875"
SPREAD LIVE AREA	15.75" x 10.375"
FULL PAGE BLEED	8.375" x 11.125"
FULL PAGE TRIM	8.125" x 10.875"
FULL PAGE LIVE AREA	7.625" x 10.375"
2/3 PAGE BLEED	5.25" x 11.125"
2/3 PAGE NON-BLEED	4.5" x 9.75"
HALF PAGE BLEED	8.375" x 5.5"
HALF PAGE NON-BLEED	7.125" x 4.75"
QUARTER PAGE NON-BLEED	3.75" x 4.75"
FILE FORMAT	PDF/X-1A
COLOR CRITICAL	Santa Barbara runs to SWOP standards
CONTRACT PROOFS	Recommended, but not required
SEND TO	production@sbmag.com
CONTACT US	<i>Santa Barbara Magazine</i> 2064 Alameda Padre Serra, Suite 120 Santa Barbara, CA 93103 805.965.5999

If a contract quality, SWOP-Certified color proof is not supplied, *Santa Barbara Magazine* cannot guarantee color or layout, and the client or agency assumes all responsibility for the ad, its color, and content.

For information, contact: Amy Lipson, Publisher 949.290.9510 amy@sbmag.com