

AD SIZES, RATES & DEADLINES (4-color perfect bound publication trimmed to 8.375"x10.875")

AD SPACE	2019 RATE	AD DIMENSIONS	DIMENSIONS W/BLEED	AD DEADLINE
Lodging Listing	\$425	N/A	N/A	October 1, 2018
Camping Listing	\$425	N/A	N/A	October 1, 2018
Restaurant Listing	\$425	N/A	N/A	October 1, 2018
Attraction P&L	\$2,000	2.75"w x 1.625"h photo size	N/A	October 1, 2018
4x1	\$600	3.5"w x .85"h	N/A	October 1, 2018
4x2	\$1,200	3.5"w x 1.85"h	N/A	October 1, 2018
4x4	\$2,400	3.5"w x 3.75"h	N/A	October 1, 2018
1/4 page	\$3,000	3.625"w x 4.85"h	N/A	October 1, 2018
4x6	\$3,600	3.5"w x 5.75"h	N/A	October 1, 2018
8x4	\$4,800	7.625"w x 3.75"h	N/A	October 1, 2018
1/2 Page	\$6,000	7.625"w x 4.85"h	N/A	October 1, 2018
Full Page	\$12,000	8.375"w x 10.875"h (trim size)*	8.625"w x 11.125"h	December 1, 2018
2 Page Spread	\$24,000	16.75"w x 10.875"h (trim size)*	17"w x 11.125"h	December 1, 2018
Inside Covers	\$18,000	8.375"w x 10.875"h (trim size)*	8.625"w x 11.125"h	December 1, 2018
Back Cover	\$36,000	8.375"w x 10.875"h (trim size)*	8.625"w x 11.125"h	December 1, 2018

Failure to follow the stated measurements above could result in the loss of a portion of your ad. Vector & Ink is not responsible for the final appearance of ads which do not follow the specific mechanical requirements stated.

***FOR FULL PAGE AND LARGER ADS:** Live Copy Instructions: All live copy must be .25" from trim marks (Live copy area includes: Type, Company Logos, etc.)
 Folio (page number) Instructions: Please leave an area .25" up from the bottom trim along the entire width of the ad.

4x6
3.5"w x 5.75"h
\$3,600

4x2
3.5"w x 1.85"h
\$1,200

4x1
3.5"w x .85"h
\$600

1/4 Page
3.5"w x 4.85"h
\$3,000

4x4
3.5"w x 3.75"h
\$2,400

FULL PAGE
Trim Size: 8.375"w x 10.875"h
Live Area: 7.875"w x 10.375"h
Bleed: 8.625"w x 11.125"h
\$12,000

8x4
7.625"w x 3.75"h
\$4,800

1/2 Page
7.625"w x 4.85"h
\$6,000

2 Page Spread (bleed 17"w x 11.125"h, non-bleed 16.25"w x 10.375"h) **\$24,000**

MECHANICAL REQUIREMENTS

It is preferred that ads be provided to Vector & Ink on disk with two (2) proofs.

Submission Specs for Electronic Files: Software accepted: Mac/PC files in Adobe Illustrator, Photoshop and InDesign. Unsupported software will be rejected. Files from non-supporting vector and raster programs may be accepted upon preflight (extra charges may apply). Vector files must be saved as .eps, all layers flattened, fonts converted to outlines. Raster fonts must be rasterized, all layers flattened, and saved as .tif (tiff). PDF-X1a files are accepted, please see PDF-X1a Creation Guidelines at the bottom of this page. All screen and printer fonts (for documents and supporting files) must accompany files. Postscript, TrueType and multiple Master fonts are acceptable. If submitting postscript fonts, make certain to include both the screen and the printer fonts. If you use the "bold", "italic" or "bold italic" options instead of choosing the actual font, make certain to include the entire font family. All supporting art files (TIFF, EPS, JPG, etc.) must be supplied. Do not embed support art in the program (InDesign). Electronic media accepted: CD, DVD, Flash Drive or Digitally. Two updated, complete hardcopy proofs should accompany all electronic files. Charges for appropriate production costs will apply (\$110/hour). Additional questions please call 608-254-8770.

Important Information for Artists and Designers: Dot gain is an inherent characteristic of the offset printing process. It cannot be eliminated. However, it is important that it be controlled in all the steps of reproduction so the reproduction of the advertiser's ad matches the original intent and approval of the advertiser. (Total dot gain will be 17% plus or minus 4% with no more than 4% difference among the four colors. This increase in tonal value is caused by both physical change in dot size due to plate making and the transfer of ink to paper.) Inline problems occur when the page ahead of yours has heavy ink coverage. Because of the speed the paper is traveling through the press some extra ink coverage is transferred to the page next in line. As the press is running some fluctuation in color will occur. The pressman will pull signatures throughout the run and will adjust the ink coverage to match the press ok.

The advertiser shall be responsible for all costs incurred by Vector & Ink to prepare advertiser's material into final position for printing.

AD SPEC HIGHLIGHTS

- Follow all above & digital design guideline requirements precisely. Incorrect ads incur production costs at \$110/hour.
- Full page & larger ads must be provided at the accurate size. Make certain that copy is not in the gutter. All live copy must be .25" from trim. Book trim size is 8.375" x 10.875".
- Be sure to provide the exact ad size required for half page & smaller ads. Example: a 4x4 ad is actually 3.5" wide x 3.75" high.
- Full page & larger ads: Page numbers will be inserted on your ad. Be sure to allow space for them at the bottom so your copy is not affected!
- Please provide 2 color proofs with your disk.

PDF-X1a CREATION GUIDELINE

PDF (Portable Document Format) is a cross-platform format that bundles all the necessary information, fonts and support art to view and print a file into one compact file. That said, the PDF must be created with the correct settings or problems and/or undesirable results will occur. PDFs **MUST** be created with Adobe Acrobat Distiller – PDFs created with PDF Writer out of a native program **WILL NOT WORK**. Please remember, PDF is a means of submitting your file in one concise file, it does not address color issues, ink coverage, etc. A file submitted in PDF format must be assembled with the same guidelines as files submitted in native file format. Please see Digital Design Guidelines for more information.

DIGITAL DESIGN GUIDELINES

This sheet was created to help ad designers achieve their desired results on press. Much of what is stated is precautionary, so **PLEASE READ THROUGH THE ENTIRE SHEET BEFORE CREATING YOUR AD**. Our goal at Vector & Ink is to have your ad appear in our publications exactly as you envision it. The following guidelines were created to ensure that we achieve this goal. If you do have any questions, please call before creating your ad.

Color – CMYK (NOT RGB)

Printing presses print in CMYK (cyan, magenta, yellow, black). Known as the "process colors", they are transparent inks that can be combined to create other colors. All computer files, whether page layout or support, must be converted to CMYK for printing. Optimally, this should be done by the ad designer; files from the internet, as well as files from many desktop scanners are RGB (red, green, blue). RGB images generally have brighter, more vibrant colors – unfortunately, when they are converted to CMYK, they lose some of this brightness, requiring adjustment in a photo program such as Photoshop or Photopaint. It is for this reason we suggest the ad designer does the conversion to maintain tonal control over the images. If RGB files are submitted, they will be automatically converted to CMYK using a table that matches the standard Photoshop RGB-to-CMYK conversion. No additional adjustments will be done unless specified.

Pantone/PMS Spot Colors

Vector & Ink's publications print in CMYK only, no spot color inks are used. Colors specified to "Spot Color" will be converted to their Pantone Process equivalent. This means anything with a spot color applied will be printed using a combination of CMYK to achieve a "Process Match" versus an actual spot color ink created with dyes and pigments. This "Process Match" will not be an exact match to your Pantone swatch book. An example would be Pantone 350 Green; its process match is 79% Cyan, 0% Magenta, 87% Yellow and 76% Black, resulting in a darker green than the Pantone swatch. It is impossible to exactly match a Pantone with process inks, therefore the best solution is for the ad designer to create their spot colors based on CMYK. All non-CMYK spot colors will be converted to CMYK using the SWOP standard.

Can Vector & Ink Match My Laser/Inkjet?

For an additional charge, we can take your file and manipulate the colors to get close. Again, the ink/toner and paper your printer uses probably have a wider color gamut than can be produced with CMYK on pub stock. Bright pinks and greens most likely cannot be matched exactly.

Why Doesn't My Laser/Inkjet/Monitor Match Vector & Ink's Proof?

Regarding proofing on the monitor, monitors use RGB. Presses print in CMYK. Please see "Color – CMYK" above. With laser/inkjet proofs, these printers do not use the same inks (lasers use toner) as a printing press, some even print with 6 colors. In addition, your printer is not calibrated to SWOP standards and therefore will not give an accurate representation of what your ad will look like on press. Additionally, the way your printer converts spot colors and RGB images may differ. Another variable is paper. Your laser may be printing on a brilliant white laser paper, while the publication prints on a pub-based paper that does not have the same whiteness.

Bleed and Folios (page numbers)

Only full-page ads can bleed. The required amount is 1/8" or .125" on all sides. Do not include the bleed when you set up your document size. Full-page ads are 8.375" x 10.875". Do make your images bleed .125" off the document. For full page and larger ads, please leave an area 1/4" up from the bottom trim (1/4" high) along the entire width of the ad.

Rich Black/Super Black

If your ad has a large black area in it, better results will be achieved by adding a second ink with the black (Rich Black). Because CMYK inks are transparent, large solids comprised of Black alone appear weak – but adding 40%-60% cyan to the black solid will produce a richer image and give better coverage. Super Black generally refers to Black being enhanced by Cyan, Magenta and Yellow. While this also gives a richer solid, too much ink coverage can cause problems (see "Ink Coverage"). Total ink coverage should not exceed 300%, and cannot exceed 320% without causing problems on press. When using Super Black, no more than 40% of each of the other three colors should be used. **DO NOT USE RICH/SUPER BLACK** for text or small items. This is especially important to Photoshop users as the default black is in fact Rich Black. Small text and small items spec'd as Rich Black may appear fuzzy or clogged. Text should be 100% K.

Ink Coverage

Refers to the total amount (%) of ink specified for any item. Total ink coverage should not exceed 300%, and cannot exceed 320% without causing problems on press. In theory, you can spec an item to be 400% (100% Cyan, 100% Magenta, 100% Yellow and 100% Black); however, the press will have major problems when all that ink stacks up; resulting in tracking, smearing, loss of detail and mis-register.

Internet Files/Support Art

Most art from the internet will be low res (72 dpi) as well as RGB and is unsuitable for printing. Please see "Color – CMYK", and "File Resolution" on this page.

File Resolution

Photos should be at 300 dpi Effective Resolution; line art should be at 1200 dpi Effective Resolution. Effective Resolution is the resolution after the image is resized in the layout. Example: a 300 dpi image placed at 200% has an effective resolution of 150 dpi. Effective Resolution is equal to the original resolution divided by the decimal value that the image is placed at. In the above example Effective Resolution = 300/2; or 150 dpi. To achieve 300 dpi Effective Resolution, the image needs to be at 600 dpi; ER = 600/2; or 300 dpi. If all your art is placed at 100%, then Effective Resolution is not a concern.

Can I Use JPEG (.jpg) files for support art?

The short answer is yes, but be aware that jpeg is a lossy compression. It makes the files smaller by taking similarly-colored pixels and making them the same color. This is what causes the "chunky" look many jpegs have. Using jpegs off the internet combines low-resolution and jpeg loss, resulting in poor image quality.



ACROBAT DISTILLER SETTINGS; CALL 608-254-8770 FOR DETAILS