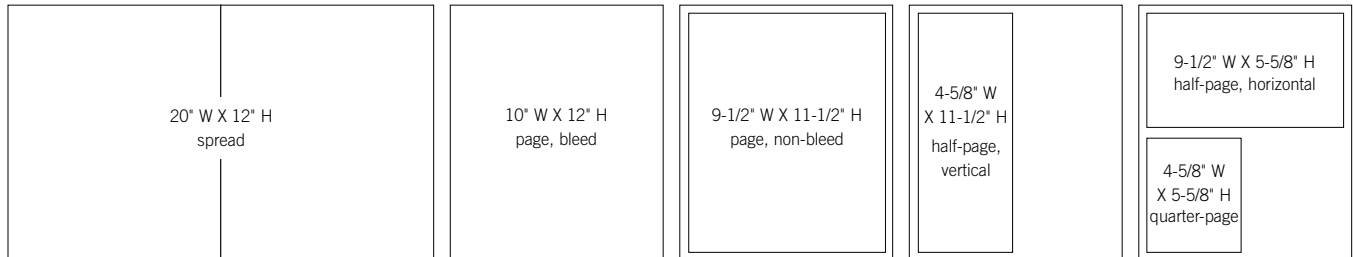


NAPA SONOMA MAGAZINE

MECHANICAL SPECIFICATIONS: LINE SCREEN: 150 | MAXIMUM INK DENSITY: 300% | PROOFS: SEE BELOW.



Printing:	Web offset—SWOP standards apply
Binding:	Perfect bound
Trim Size:	10" x 12"
Bleed:	Extend bleed 1/8" beyond trim on all sides
Bleed Safety:	Type and other image area not intended to bleed or trim must be held at least 1/4" in from trim

The following advertising materials specifications facilitate quality control of magazine printing on high-speed web presses. All requirements are based on Specifications for Web Offset Publications (SWOP).

All ads must be four-color process: cyan, magenta, yellow, and black. If a PMS color is desired, special arrangements must be made and additional specifications provided before submitting ad materials. All Pantone Matching System series color requests incur additional charges over the four-color rate. Specify matched colors from the PMS series, including the 800 series metallic and fluorescent inks. Publisher reserves the right to match special color requests with process inks.

Anticipate a 24 percent dot gain, +/-4 percent, as measured in the 50 percent target 150-line screen and prepare material accordingly. Maximum screen density for any color: 85 percent; a required value over 85 percent should be made solid. Total two-color dot density in any area: 170 percent, with no more than one solid.

ACCEPTABLE FILE FORMATS:

All advertising must be supplied as electronic files. All spread advertising creative must be created as two separate single-facing documents. We prefer properly created PDF/x-la files supplied on a disc. Please see below for other acceptable file formats.

- PDF: PDF/X-1a is the preferred PDF format. PDF version must be 1.3 (Acrobat 4.0 compatible), images CMYK and 300 dpi at 100% of size used. Distiller job option settings are available from your ad coordinator or at www.pdf-x.com.
- InDesign: Version 3 and greater preferred
- QuarkXPress: Version 4 and greater preferred
- Illustrator*: Version 8 and greater preferred
- Pagemaker: Version 6 and greater preferred
- Photoshop files are acceptable for images only.

Ads created in PC programs other than InDesign, QuarkXPress, Illustrator, or Pagemaker may be incompatible and production fees may be charged to convert the ad to a usable Macintosh format.

Include all fonts and high-resolution images on the disk. All images must be a minimum of 300 dpi at 100% of size used.

If you are using Mac OS X, fonts used must be 1996 and newer. Use only standard Adobe fonts in PC-created documents.

*If you are using Illustrator version 9 or higher and using transparency functions, your file will be flattened at the time of output—please submit the .ai files as backup. Illustrator .eps or .ai files generated from version 10.03 or higher are the preferred Illustrator formats. Do not down-save files with transparency functions to Illustrator version 8.



PROOF REQUIREMENTS:

Full page ads: All full page ad files must be accompanied by a high-quality SWOP-standard proof, such as a Kodak Approval. We cannot assume liability for omissions, misprints, or font defaults. Color match is not guaranteed when a substandard proof (color laser or other non-SWOP-standard proof) is provided.

Fractional ads: We encourage the submission of high-quality, color-accurate proofs, but also accept laser proofs. Color match is not guaranteed when a substandard proof (color laser or other non-SWOP-standard proof) is provided.

SHIPPING INSTRUCTIONS:

Pack disk to prevent breakage during shipment. Proofs must accompany all materials and should not be folded across illustrations. Contents of the package should be identified on the outside with publication name and date.

SHIP MATERIALS TO:

Advertising Coordinator, Diablo Publications, 2520 Camino Diablo, Walnut Creek, CA 94597. Include a copy of the insertion order with materials.

Media is non-returnable. We encourage you to supply your ad on CD or DVD. You may also send materials electronically via email (files no larger than 2 MB only) or FTP; however, we do request that an actual proof be sent as soon as possible. If it is absolutely necessary for you to have your files returned, please supply us with your Federal Express account number.

Please direct all production inquiries to:

Sarah Prechtl, Advertising Coordinator

2520 Camino Diablo, Walnut Creek, CA 94597

Phone: 925-943-1199, ext. 273

Fax: 925-943-1045

sprechtl@maildiablo.com