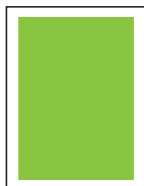


PACIFIC COAST GolfGUIDE

PRINT ADVERTISING
SPECIFICATIONS | 2019

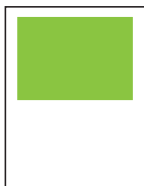
DIGEST SIZE PUBLICATION Trim Size: 5.437" x 8.25"

NON BLEED



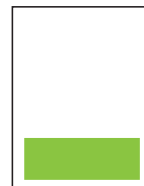
Full Page

Live Copy Area:
354 x 538 points
4.9306" x 7.472"



1/2 Page

Live Copy Area:
355 x 267 points
4.9306" x 3.708"



Directory Footer

Live Copy Area:
355 x 100 points
4.9306" x 1.3889"

FULL BLEED*

*PLEASE NOTE: Set the bleeds for the document to 1/8" on all sides. This will ensure the art will fully extend to the edge of the page after trim. In addition, please maintain a 1/4" margin on all sides within the document for live copy area.



Center Spread

Trim Size:
782.928 x 594 points or 5.437" x 8.25"

Live Copy Area:
1224 x 801 points or 17" x 11.125"



Full Page

Trim Size:
782.928 x 594 points or 5.437" x 8.25"

Live Copy Area:
621 x 801 points or 8.625" x 11.125"

SUBMISSION REQUIREMENTS

There are 2 acceptable submission methods:

1 - Supplied PDF

Submitting your file in PDF format is the recommended form of submission. It eliminates the need to submit fonts and supporting files. See other page for complete details on creating a PDF using Quark and InDesign.

2 - QuarkXPress or InDesign Source Files

The source file submission should include: The QuarkXpress or InDesign document, all logos and artwork, photos and fonts. Format the source files to be macOS compatible and submit them to your Publisher.

PDF SUBMISSION SETTINGS-RECOMMENDED

QUARKXPRESS PDF OUTPUT STYLES SETTINGS

Hyperlinks: Uncheck “Include Hyperlinks”

Compression

- Set the Compression to Automatic Zip/JPEG Low and the Resolution to Bicubic Downsample to 300 DPI for Color and Grayscale Images
- For Monochrome Images set the Compression to CCITT Group 4 and the Resolution to Downsample to 1200 DPI
- Check “Compress Text and Line Art”

Color: Ensure Mode is set to Composite and Setup is set to Composite CMYK

Fonts: Check “Download All Fonts”

Registration Marks

- Mode: Centered
- Width: .25pt
- Length: 18pt
- Offset: 12.024pt

Transparency

- Select “Flatten Transparency”
- Check “Upsample Rotations” and set to 300 DPI for images less than 200 DPI
- Set Flattening Resolution to 300 DPI

INDESIGN ADOBE PDF PRESET SETTINGS

Compression

- For Color and Grayscale Images set the Compression to Automatic (JPEG) with Bicubic Downsampling to 300 DPI for images above 320 DPI and Image Quality at Maximum
- For Monochrome Images set the Compression to Zip with Bicubic Downsampling to 1200 for images above 1800
- Check “Compress Text and Line Art”
- Check “Crop Image Data to Frames”

Marks and Bleeds

- Under Marks check “Crop Marks” and “Page Information”
- Type: Default
- Weight: .25pt
- Offset: 24pt

Bleed and Slug

- Top: 18pt
- Bottom: 18pt
- Left: 18pt
- Right: 18pt

Output

- Color Conversion: No Color Conversion
- Profile Inclusion Policy: Include Tagged Source Profiles

QUARKXPRESS OR INDESIGN SUBMISSION GUIDELINES

PAGE LAYOUT SOFTWARE

QuarkXPress Version 10.5 or

InDesign Version CC2015 or CC2018

- Single-page projects
- Colors must have CMYK values and be set for process separations; note that Pantone colors may not have exact CMYK color space equivalents

IMAGE EDITING SOFTWARE

Adobe PhotoShop Project Files

- Save color artwork, headshots, etc. in CMYK mode
- Save black & white images in grayscale mode
- Crop images to final print dimensions & save to 300 DPI
- Save silhouette images (images containing a clipping path) in Photoshop (PSD) format
- All images that do not contain clipping paths should be saved as TIFF files

ILLUSTRATION SOFTWARE

Adobe Illustrator Project Files

- Convert all text and text anchor points to outlines
- Save file as Composite Illustrator EPS
- Use Illustrator version CS6 EPS
- Check “Include Linked Files”

FONTS

- All fonts used must be submitted with job
- Mac Type 1 or OpenType fonts preferred
- Mac TrueType fonts are also acceptable
- No Multiple Master fonts can be used
- Type 1 (or PostScript) and OpenType fonts must include screen font(s) and printer font(s)
- Place all fonts used in a single folder with no other files