

Magazine Trim: 9"x 10 7/8"

Branding: Perfect Bound

**FILE SPECIFICATIONS/GENERAL GUIDELINES:**

- Include/embed all fonts and artwork.
- Max density (total area coverage) is 300%
- Image resolution is 300 dpi, Line illustration is 2400 dpi.
- Convert any spot colors not intended to print as spot into CMYK. RGB elements must be converted to CMYK.
- Ad creative containing spot color, spot varnish or scent spots should be built as a 5/c file. Contact your portal contact listed below for extra upload directions.
- Files must be properly trapped.
- Limit file name to 24 characters including the extensions.
- Files must be single pages or spreads, no multipage files.
- Do not nest PDF files in other PDFs, EPS files in other EPSs.
- Do not use illegal characters such as ("()\*&^%\$#@!{}[]\|',:; in file names.
- 5% minimum dot required to print highlight areas and square-up on edges with fade-off dot of 3% of each color.

**FONTS:**

- 4-color black type is not allowed.
- To create rich black use 100% K and 60% C.
- Free fonts or system fonts should not be used. If used, they must be outlined.
- Do not apply styles to basic fonts, use the actual font.
- 4-color type should not exceed 300% density.
- To avoid low-res (soft type) or 4-color black type, type should be set in InDesign or Illustrator and not in Photoshop.
- Reverse type should use a dominant color (usually 70% or more) for the shape of the letters and should be trapped when practical and not detrimental to the appearance of the job.
- Color or reverse type with colored background, and line art should not be less than .5 pts (.007") at the thinnest area. Single color type and line art should not be less than .3 pts (.004") at the thinnest area.

**DOCUMENT SETTINGS:**

- Ads should be built at 100% trim size.
- Bleed ads, extend bleed to 1/8" beyond trim on all sides.
- Keep live matter 1/4" inside trim dimensions on all sides.
- Borders must be a minimum of 1/4" wide within trim, plus 1/8" bleed. Press and bind allowed variance is up to 1/8" in either direction from trim and will result in varying border thickness.
- Registration and crop marks not required. If provided, registration black (100,100,100,100) should be limited to these marks only and must not exist inside the document trim or bleed. Offset marks .167" so not to touch live image or bleed areas. See PDF Guide link above.
- Spread Ads: Keep live matter 1/4" away from either side of center or 1/2" total across the gutter.
- For spread ads with a headline/creative crossing the gutter, contact the production department if the visual spacing between words or letters is critical.

AD SIZE	TRIM SIZE	NON-BLEED	BLEED SIZE	BLEED SAFETY
Full Page	9" x 10 7/8"	8 1/2" x 10 3/8"	9 1/4" x 11 1/8"	8 1/2" x 10 3/8"
1/2 Vertical	4 1/2" x 10 7/8"	4" x 10 3/8"	4 3/4" x 11 1/8"	4" x 10 3/8"
1/2 Horizontal	9" x 5 1/2"	8 1/2" x 5"	9 1/4" x 5 3/4"	8 1/2" x 5 8"
1/4 square	N/A	3 5/8" x 4 1/2"	N/A	N/A
Coupon size	N/A	3" x 6"	N/A	N/A

Advertising	Per Issue	Yearly (4 issues)
2-page Spread	\$1800	\$1999
Full Page Prime	\$1500	\$1599
Full Page	\$1000	\$1299
Half Page	\$500	\$699
Quarter Page	\$250	\$399
Coupon Size	\$150	\$299

## Packages Available

### Combined Packages (Quarterly+Yearly)

Bronze Package	Includes a 1/4 page ad in TPCCON and 1/2 page ad in The Patio Chic Magazine for \$799
Silver Package	Includes a half page ad in TPCCON and full page ad in The Patio Chic Magazine for \$1499.
Gold Package	Includes a full page ad in TPCCON and full page prime ad in The Patio Chic Magazine for \$1999
Platinum Package	Includes a 2 page spread in TPCCON and a 2 page spread in The Patio Chic Magazine for \$2999

### Promotional Packages (Includes Online Promotion)

Website Promotion	Additional \$100 per month for banner ads on The Patio Chic website.
Newsletter Promotion	Additional \$150 per month for a featured spot in The Patio Chic newsletter.
Live interview	Live interview with Tara on Tour De Patio- \$300
Live interview during Social Media Launch	10-15 min live interview during Social Media launch in our Social media pages-\$125

### Startup Package

(Perfect for new advertisers looking to make an impact)

Includes a 1/4 page ad for 4 issues of The Patio Chic Magazine
Mention in the soft media launch.
2 feature in The Patio Chic Newsletter worth \$300
1 banner ads worth \$100
<b>Price: 999 one time payment</b>