



## ADVERTISING PRINT SIZE SPECIFICATIONS

Single Page Trim 8.375" x 10.875"

Single Page Bleed 8.625" x 11.125"

Single Page Live Area 7.875" x 10.375"

Double Page Spread Trim 16.75" x 10.875"

Double Page Bleed 17" x 11.125"

Bleed

Trim Line

Live Area



No live matter within 1/4" of final trim size. On spreads allow 1/8" safety on each side of the gutter. All marks should be offset at least 1/8" from trim. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production.

**AD SIZES:** All ads must be created to exact size specifications listed on the rate card or will incur charges for resizing. On bleed ads use trim size as your document size. No live matter within 1/4" of gutter or trim on full page or spread ads.

### Materials Requirements for In-House

#### Design Services:

Photos: Color scans must be 300 dpi in CMYK. B/W scans must be 300 dpi grayscale.

**Logos:** Vector .eps or .ai files are preferred. Type should be converted to outlines unless the fonts are provided. Jpgs must be 300 dpi. If you are supplying native files for us to work with, they must be accompanied by the fonts used in those files. Black type on light background should be defined as 100% black ONLY. Files should conform to SWOP guidelines, and total ink density should not exceed 300

### SHIPPING INFORMATION

FINAL ad material (print ready), Ad Builds, Advertorials and Fixed-Format

Ads: Photos, copy, logo for ad design services ship to:

634 West Main Street Suite 8 Aspen, CO 81611

email: [barb@thesnowmag.com](mailto:barb@thesnowmag.com)

**REQUIRED FORMAT :** PDF/X-1a format is the required file format for submission. When preparing PDF/X-1a files, careful attention must be paid to ensure they are properly created and will reproduce correctly. Please see [adobe.com/products/acrobat/standards.html](http://adobe.com/products/acrobat/standards.html) for guidelines and instructions. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at [www.swop.org](http://www.swop.org).

**PROOFS:** For full page and spread ads, advertisers MUST submit a contract-level digital proof at full size that conforms to SWOP standards (including a color bar) for all digital files. Client-supplied contract proof is required to guarantee color. Acceptable contract proofs include: Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, Fuji Final Proof. Proofs are required regardless of file delivery mode. If contract proof is not supplied, we will generate an Epson proof, and additional charges may apply. The publisher and printer will not accept responsibility when contract proofs are not submitted.

**FILE NAMING:** Please submit your files with the following naming conventions:

Brand Name\_Full-Bleed-or Non-Full-Bleed.PDF  
example: *Snow-Tequila\_Full-Bleed.PDF*

“My ski goggles  
don’t work as well  
on the beach”

– Lindsey Vonn

Visit us to see our new  
sunglass collection



yniq

THE SPORTS LUXURY EYEWEAR BRAND

[YNIQEYEWEAR.COM](http://YNIQEYEWEAR.COM)

LIVE AREA

TRIM LINE

BLEED