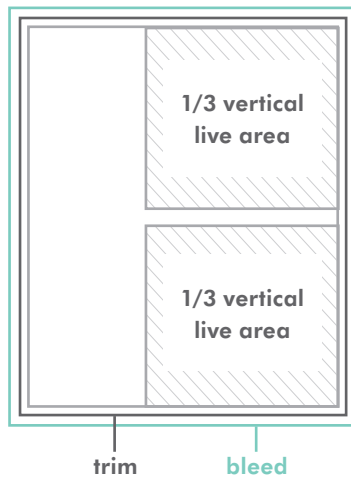
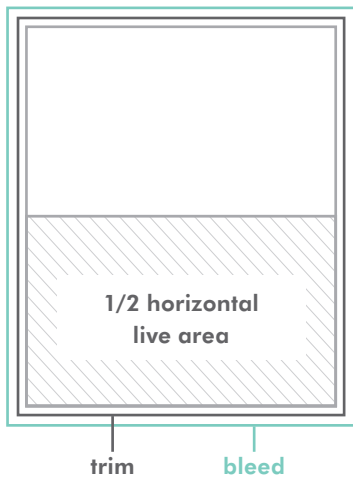
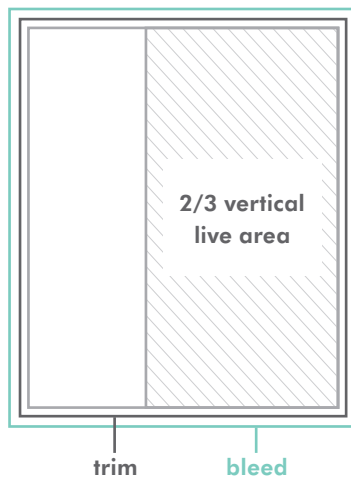
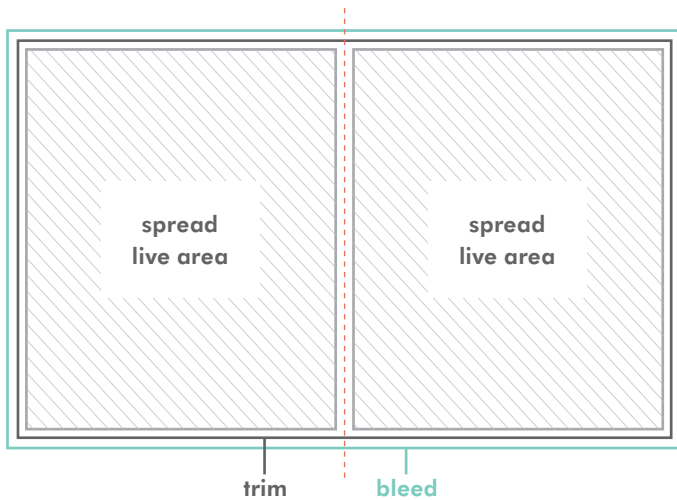


Seasons ad specs 2016



ad live area
ad width x height
3/8" away from trim
1/2" away from bleed

display ads	width x height*	with bleed
Spread	17.25 x 10.125	18.25 x 11.125
Full page	8.25 x 10.125	9.25 x 11.125
2/3 vertical	5 x 10.125	6 x 11.125
1/2 horizontal	8.25 x 4.75	9.25 x 5.375
1/3 page	5.125 x 4.75	no bleed

*non-bleed ad size / bleed ad safe zone

Trim/page size is 9" x 10.875"

Please keep text and images not meant to bleed .375" (3/8") away from **trim** edge and 0.5" (1/2") away from **bleed** edge (for Photoshop users). *Publication size is 9 x 10.875." Publication bleed is 0.125" on each side.*

Submission requirements

- We only accept 300dpi/CMYK PDF files. No RGB, PMS, or spot colors.
- We recommend including a professional color proof with any ad for reference.
- Submit advertising in one of the following ways: flash drive, CD, email (15 MB or under), FTP site, file-sharing websites (Dropbox, Hightail, WeTransfer, etc.).

For questions/concerns about building and submitting ad files, email: adproduction@sbseasons.com.

Product information

Publisher provides design and production services at \$80 per hour. Manipulation of ad materials will be billed at \$80 per hour minimum. All submitted ad materials should be 300dpi/CMYK at 100% size.

Santa Barbara Seasons is printed CTP, web offset, on 60#, #3 gloss paper with 130# coated gloss stock with matte varnish.

All ad materials are handled with expert and professional care. Publisher is not responsible for damages.

We strive for the highest quality, as does our printer. However, due to variable conditions in the four color printing environment, perfect color matching cannot be guaranteed. Color variances stay within established SWOP (Standard Web Offset Printing) ranges.

Changes to an ad after the issue has shipped to the printer will incur substantial charges. An estimate will be furnished upon request.

Publisher's note

Advertising positioning is at the discretion of the publisher unless specifically contracted. *Santa Barbara Seasons* is not responsible for any errors or omissions in constructed advertising and is not responsible for original materials left in its possession three months after the last insertion. The return of such materials should be requested in writing. Cancellation of any contract will not be accepted without a written notice 60 days prior to the issue date.

SEASONS PUBLISHING COMPANY