

PRODUCTION REQUIREMENTS



AD DIMENSIONS

Cover/Full page (full bleed) 9"w x 10.875"h
Please add 1/8" bleed on all sides;
document size is 9.25" x 11.125", including bleed

Cover/Full page (with no bleed) 8"w x 9.75"h

1/2 page horizontal 8"w x 4.75"h

1/2 page vertical 3.875"w x 9.75"h

1/4 page vertical 3.875"w x 4.75"h

1/4 page horizontal 8"w x 2.25"h

1/8 page 3.875"w x 2.25"h

PRINTING

Cover: Heat set, four color, on 60 lb. gloss book

Body: Heat set, four color on 45 lb. gloss book

Final trim size: 9" X 10.875", saddle stitched

PREPARING ADS

Ads must be prepared as digital files. Macintosh format application files preferred. Files should be prepared in Adobe Photoshop, Adobe Illustrator, QuarkXpress, or InDesign. QuarkXpress or InDesign ads MUST be saved as PDFs.

We do **not** accept Pagemaker, Microsoft Word or Freehand files, or ads prepared with True Type fonts.

Photoshop: Please supply TIFF files for all ads.

Adobe Illustrator: Please supply EPS files for all Adobe Illustrator ads. Convert all fonts to paths or outlines. Convert all colors to CMYK mode.

QuarkXpress: Please supply PDF as well as the native file along with all graphic components (eps, tiff, etc.) and fonts (with screen and printer versions) that are used in the document.

Adobe Acrobat: Please call for additional instructions if supplying a press-optimized PDF file.

All ads should be built to the final trim size. (Do not use the program default size of 8.5" x 11").

All color ads should be saved as CMYK files at a MINIMUM 300 pixels per inch resolution at size.

Two- and three-color ads: Convert all Pantone colors to CMYK. Maximum density for any shadow area: See Screens, below.

Screens: 150 line screen. Maximum coverage any one area: Density: 280%.

Design and prepress charges: With a minimum 3X insertion order, Mammoth Monthly will provide one hour of design and production time to advertiser (included in the basic ad price). Additional design or production fees will be charged at publisher's cost. Charges are not subject to agency commission or cash discount.

SUBMITTING ADS

All ad submissions must be accompanied by a proof.

Proof must be representative of file supplied. Please provide the file on CD, and include a disk directory printout.

UPS, FEDEX, UPS or AIRBORNE:

Janet Mumford
i4 Design
2302 A Bridgeway
Sausalito, CA 94965
415-331-5503

E-MAIL:

advertising@mammothmonthly.com

FTP:

Please contact advertising@mammothmonthly.com or call Jean Shirk 760-924-3961 for instructions.

MammothMonthly