

HighCountry

Visitor Guide 2011



PO Box 182
Angel Fire, NM 87710
575-595-0575

Barbara Davis
575-758-4047 PRODUCTION
575-613-6090 MOBILE
digerati@newmex.com

Spec Sheet

Professional graphic design is included in the price of your ad.

Whether supplying us with logo and graphics or providing a camera-ready ad, please follow these guidelines:

- **Macintosh platform** preferred but not required.
- Files must be **CMYK** / 4-color process, including all supporting placed graphics.
- Graphics must be **300 dpi**.
Note: Digital photos print best when captured with no less than a 5 megapixel camera.
- Ensure that files include ALL supporting art, photos, and fonts.
- Submit files on **CD, DVD**, or removeable flash drive. Call Barbara if you'd like to **e-mail** your ad.

WE ACCEPT:

Adobe PDF – Export with pro optimization set for PDF/X-1a, CMYK, 300 dpi, flattened at highest res.

QuarkXPress – Version 6.5 or below. Include ALL fonts, images, and bitmaps. Type 1 fonts preferred.

Please don't scale images above 120%. Mac or PC platform okay.

Adobe InDesign – Version 3.0 or above. Include ALL fonts, images, and bitmaps. Type 1 fonts preferred. Don't scale images above 120%. Mac or PC platform okay. **REMEMBER TO FLATTEN YOUR DOCUMENT AT HIGHEST RESOLUTION** if exporting to PDF!

WE CANNOT ACCEPT: JPGs, RGB images, Pantone spot (formula) colors, floppy diskettes, or digital camera images under 2 megabytes in size. **NO** Microsoft Word or Microsoft Publisher documents!

AD SIZES

1/6 Pg (Vertical) - 2.375" W x 4.8" H

1/4 Pg (Vertical) - 3.675" W x 4.8" H

1/3 Pg Vertical - 2.375" W x 9.875" H

1/3 Pg Horizontal - 5" W x 4.8" H

1/2 Vertical - 3.675" W x 10.125" H

1/2 Horizontal - 7.625" W x H 4.8"

2/3 Pg (Vertical) - 5" W x 9.875" H

Full Page - 7.625" W x 10.125" H

Full Page Bleed - 8.625" W x 11.125" H

MAGAZINE TRIM SIZE: 10.875" x 8.375"

QUESTIONS?

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