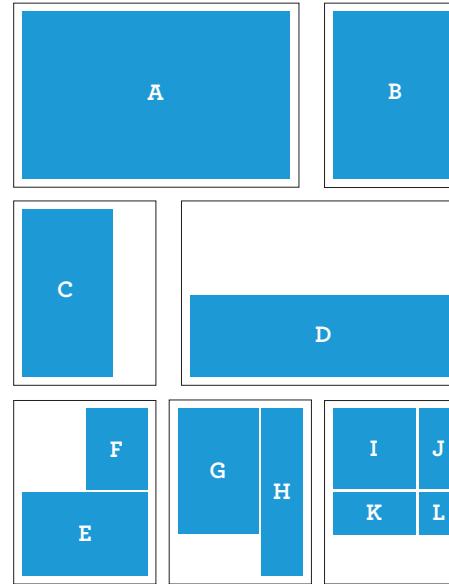




### NON BLEED AD SIZES

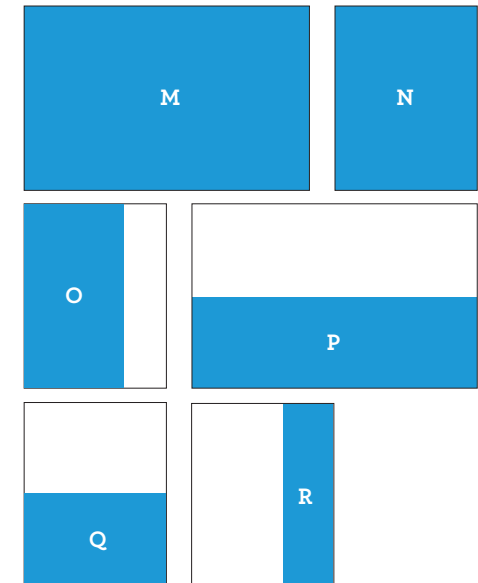
	SIZE	WIDTH	DEPTH
<b>A</b>	Spread	14.667	9
<b>B</b>	Full Page	6.667	9
<b>C</b>	2/3 Page	4.389	9
<b>D</b>	1/2 Page Spread	14.667	4.438
<b>E</b>	1/2 Page Horizontal	6.667	4.438
<b>F</b>	1/4 Page	3.25	4.438
<b>G</b>	1/2 Page Vertical	4.389	6.74
<b>H</b>	1/3 Page Vertical	2.11	9
<b>I</b>	1/3 Page Square	4.389	4.438
<b>J</b>	1/6 Page Vertical	2.11	4.438
<b>K</b>	1/6 Page Horizontal	4.389	2.136
<b>L</b>	1/12 Page	2.11	2.136



NON BLEED AD SIZES

### BLEED AD SIZES

	SIZE	WIDTH	DEPTH
<b>M</b>	Spread	16.25	10.75
<b>N</b>	Full Page	8.25	10.75
<b>O</b>	2/3 Page	5.162	10.75
<b>P</b>	1/2 Page Spread	16.25	5.229
<b>Q</b>	1/2 Page Horizontal	8.25	5.229
<b>R</b>	1/3 Page Vertical	2.903	10.75



BLEED AD SIZES

These are finished document sizes.  
To determine the trim size, subtract 1/8" from each side.

Trim size of the magazine is 8 x 10.5  
Safety/live area for full page bleed ads is 6.92 x 9.25



### **PREFERRED MATERIALS:**

- PDF x1a

*Corrections cannot be made to PDFs. If customer requires a change made to a current PDF, the client must submit a new ad file.*

- InDesign CS3 layout with all support files, fonts (printer & screen), and all high resolution images

*Please make sure that all images are CMYK and 300 dpi. RGB and low resolution images will not be accepted. We do not accept IBM platform, Pagemaker or Quark files.*

### **ACCEPTABLE MEDIA:**

- CD-Mac formatted
- Email (under 10MB) to [cbutz@orangecoast.com](mailto:cbutz@orangecoast.com)
- FTP Site:

**Host:** <ftp.emmis.com>

**User ID:** ocmag

**Password:** newport

To access the FTP site from a PC, type <ftp://ocmag:newport@ftp.emmis.com> into your web browser.

To access the FTP site from a Mac, use an FTP program such as Fetch or Cyberdeck to connect.

*If submitting more than one document, place all files in a folder and compress before uploading it to the FTP site. Files must contain the name of the advertiser and issue date. Send a confirmation email notification to [cbutz@orangecoast.com](mailto:cbutz@orangecoast.com) once the file has been uploaded.*

### **MANDATORY SWOP CERTIFIED PROOF:**

Acceptable proofs: Kodak Approvals, Iris Pro, Imation Matchprint, AGFA Pressmatch, Fuji, DuPont Digital Waterproof. Laser or Epson proofs for 4 color ads are NOT accepted. *Orange Coast* magazine cannot guarantee color reproduction and will not be held liable for any variance in the printing of an ad submitted without a SWOP-certified proof. For additional information on SWOP requirements please visit [www.SWOP.org](http://www.SWOP.org). *Due to the nature of the printing process and paper stock used, colors may vary somewhat from supplied proof.*

### **PRODUCTION CHARGES:**

Chargeable items include: conversion of digital files, resizing of an ad to meet our specifications, deletions, typography, retouching, color separations, and any handwork necessitated in order to meet our quality standards. Materials once received will not be released before the on sale date for that issue. All work done by our production department will be billed to advertisers at prevailing rates.

### **SEND ADS AND COLOR PROOFS TO:**

*Orange Coast* magazine

3701 Birch Street, Suite 100

Newport Beach, CA 92660

Attention: Carla Butz, Advertising Art Director

949-862-1133 ext. 105 • [cbutz@orangecoast.com](mailto:cbutz@orangecoast.com)