

ADVERTISER / AD NAME		ISSUE DATE	
ADVERTISER CONTACT		DESIGNER / ART CONTACT (IF DIFFERENT)	
PHONE	FAX	PHONE	FAX
E-MAIL		E-MAIL	

INSTRUCTIONS & GUIDELINES

Deviation from these standard guidelines may require additional time or cost, and/or sacrifice of reproduction predictability.

**ATTENTION: NO InDesign CS5 FILES CAN BE ACCEPTED!
HI-RES PDFs ARE THE PREFERRED FILE.**

PDFs (PREFERRED)

When sending a PDF, please make sure any crop, bleed and registration marks or color bars are not within the live or bleed area of the ad.

ACCEPTED MACTINTOSH PROGRAMS

InDesign CS4

Illustrator CS4 and lower;

Photoshop CS4 and lower; Adobe Acrobat.

MARGINS & LIVE AREA

Allow 1/4" margins between the live area and trim of Full Page and Full Spread ads and 1/2" in the gutter of all Full and Half Spreads.

COLOR

CMYK only. All PMS/Spot colors ***MUST*** be converted. **No RGB.**

FONTS

All fonts must be included with InDesign or Illustrator files.

If fonts are not included they should be converted to outlines in the file.

IMAGES

All images should be high resolution (300 dpi) and included with all design documents.

Acceptable formats: TIF, EPS, JPG, or PDF.

PROOFS

A final, 100%-sized, color accurate hard-proof must accompany your ad.

STILL HAVE QUESTIONS?

Contact our Production Manager, Jenny Dapper: 513.562.2742 or jdapper@cincinnati.com

✓ CHECKLIST

APPLICATIONS

- InDesign CS4 or lower
- Photoshop CS4 or lower
- Illustrator CS4 or lower
*Convert ALL type to outlines
- PDF | Embed ALL fonts & images
MUST be 300 dpi/press-optimized

★ PLEASE SAVE ALL INDESIGN CS5 FILES AS INDESIGN INTERCHANGE DOCUMENTS!!

COLOR

- Convert all PMS colors to CMYK
- Files and supporting files must be CMYK

• NO SPOT COLORS

CINCINNATIMAGAZINE.COM WEB AD SIZES (IN PIXELS)

- Leaderboard (728 x 90 pixels)
- Rectangle (300 x 250 pixels)
- Skyscraper (160 x 600 pixels)

Acceptable formats for web:

Image: TIF, EPS, JPG, PDF, PNG, GIF

Flash: .SWF

Raw HTML/Script (Third Party)

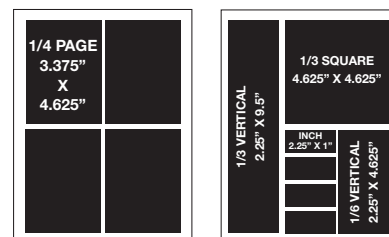
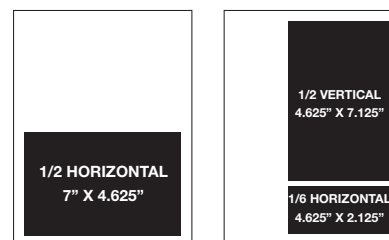
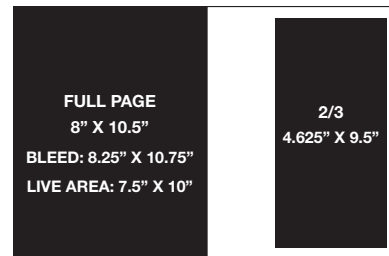
PRINT AD SIZES

- Full Spread
Live Area: (15" x 9.5")
Document Size: (16" x 10.5")
With Bleed: (16.25" x 10.75")
- Full Page
Live Area: (7" x 9.5")
Document Size: (8" x 10.5")
With Bleed: (8.25" x 10.75")
- 2/3 vertical (4.625" x 9.5")
- 1/3 vertical (2.25" x 9.5")
- 1/2 vertical (4.625" x 7.125")
- 1/2 horizontal (7" x 4.625")
- 1/2 H spread (15" x 4.625")
- 1/3 square (4.625" x 4.625")
- 1/6 vertical (2.25" x 4.625")
- 1/6 horizontal (4.625" x 2.125")
- 1/4 page (3.375" x 4.625")
- 1-inch (2.25" x 1")

★ All spread ads should be set-up as two facing pages

The above specs apply to the following publications:

Cincinnati Magazine
Cincinnati Wedding
City Guide
CUSA Visitors Guide



WHERE & HOW SHOULD I SEND MY AD?

ftp.emmis.com
login: cinmag
password: cinmag

Place files in the "ADS" folder. An FTP client (such as Fetch* of Transmit) must be used; internet browsers** will not work.

Please label your file with the full name of the advertisement and issue it is running in.

www.yousendit.com

If you do not have an FTP client and the file is too large to e-mail (over 5MB), you can use the web-site above. You can send up to a 100MB file at a time. Please use the e-mail addresses below in the recipient field. This service is free.

jdapper@cincinnatiemmagazine.com

e-mail

You can e-mail your ad to: jdapper@cincinnatiemmagazine.com. It must be 5MB or smaller to make it through our e-mail system.

Please be sure to include the following information:

**ADVERTISER NAME, ISSUE DATE,
CONTACT INFO FOR DESIGNER/CLIENT/AGENCY**

You can also send a disk with your ad to our offices:
Cincinnati Magazine, Carew Tower, 441 Vine Street, Suite 200
Cincinnati, Ohio 45202
ATT: Jenny Dapper