

# SPECS

## MEDIA & FILE FORMATS

### Web Transfer or Email Upload (preferred format)\*

\* With a mailed CD, please provide one Acceptable Proof, the Issue Date, Advertiser, Agency Name, Phone Number, Contact Person, and Ad Name/#. (Media is non-returnable)

### Preferred File Format: [PDF/X-1]

A properly created PDF/x-1 file supplied by web transfer with a high-quality SWOP standard proof is the preferred format for magazine ready advertisements.

Adobe CC(-) (Illustrator, InDesign, Photoshop): **ALL FONTS AND IMAGES MUST BE EMBED**

### PDF files must contain only 4-color process images (CMYK).

Statehood Media is not responsible for PDF files prepared incorrectly.

**Image Requirements:** All images provided for ads should be final, color corrected, hi-resolution (300dpi) CMYK files. TIF or EPS file type recommended.

Hi-Res images should not be scaled more than 115% to maintain image quality

## PRODUCTION REMINDERS

### Additional Production Charges for the Advertiser may result if the below guidelines are not followed.

- Do NOT pull photos/graphics from the internet in your ad build. These photos/graphics are not large enough in resolution for print.
- Do NOT send JPEG or GIF files. Do NOT send files in RGB.
- All spot colors should be converted to CMYK.
- The magazine prints at 150 line screen, maximum ink density is 280%
- All ads created in any unacceptable format will not be accepted and will need to be resubmitted or recreated.
- All ads submitted should be suitable to print as is. Statehood Media is not responsible for any errors in content, or color shifts on press. If files are prepared improperly and mechanical requirements are not met, Statehood Media will not guarantee the reproduction of the ad.

## AD SUBMISSION



Upload:

Please use our transfer site  
**1859.wetransfer.com**  
(preferred)



Email:

art@statehoodmedia.com



Call:

541.728.2764  
(main)



Mail:

70 SW Century Drive  
Suite 100-218  
Bend, OR 97702

## MORE AD SPECS

AD SIZE	BLEED	AD SPECS	TRIM AREA	LIVE AREA
1/4 PAGE	NO BLEED	4"w x 5.06"h	---	4"w x 5.06"h
1/2 PAGE HORIZONTAL	FULL BLEED	9.25"w x 5.625"h	9"w x 5.4375"h	8.75"w x 5.3125"h
	NO BLEED	8.25"w x 5.06"h	--	8.25"w x 5.06"h
1/2 PAGE VERTICAL	FULL BLEED	4.625"w x 11.125"h	4.5"w x 10.875"h	4.375"w x 10.675"h
	NO BLEED	4"w x 10.375"h	--	4"w x 10.375"h
FULL PAGE	FULL BLEED	9.25"w x 11.125"h	9"w x 10.875"h	8.75"w x 10.675"h
	NO BLEED	8.25"w x 10.375"h	--	8.25"w x 10.375"h
INSIDE COVERS	FULL BLEED	9.25"w x 11.125"h	8.75"w x 10.875"h	8.5"w x 10.675"h
	NO BLEED	8.25"w x 10.375"h	--	8.25"w x 10.375"h
BACK COVERS	FULL BLEED	9.25"w x 11.125"h	9"w x 10.875"h	8.75"w x 10.675"h
	NO BLEED	8.25"w x 10.375"h	--	8.25"w x 10.375"h

Questions: Contact our Production Department at 541.728.2764

## AD SIZE

