

read carefully!!
NEW FORMAT
NEW SPECS

the/print ad specs

PRINT AD SIZES

Full-page with bleed	Final trim size: 8.375 x 10.875 in. Bleed (.25" bleed): 8.875 x 11.375 in. Safety (.25" margin): 7.375 x 9.875 in.
Full-page no bleed	7.375 x 9.875 in.
Half-page vertical	3.5625 x 9.875 in.
Half-page horizontal	7.375 x 4.8125 in.
Quarter-page	3.5625 x 4.8125 in.
Eighth-page	3.5625 x 2.2813 in.

DISPLAY AD FILE SPECS

- Image Color:** please make sure that your images are CMYK or Grayscale ONLY.
- Rich Black:** Rich black build must be C60 M40 Y30 K100, for large black areas. Do NOT use Rich Black for body text. No refunds are given for registration issues.
- Fonts:** All fonts must be embedded.
- Image Resolution:** The correct resolution for images is 300 dpi at 100% of final placement size. Images must be embedded.
- NO CROP MARKS** of any kind. If they are to be used, use only bleed marks with an offset greater than .25".
- Output Color Conversion:** Use color profile U.S. Web Coated (SWOP) v2.

FORMAT FOR SUBMISSION

Submit Press Quality PDF files (PDF/X-1a preferred) to production@southwestcontemporary.com.

IN-HOUSE AD DESIGN

Fees for original ad design are generally \$150 per ad with 2 rounds of revisions. Advertiser must deliver the following for new ad designs (if you cannot supply these files we cannot design the ad):

- Copy must be sent in a Word document attachment.
- Logo as a high-res TIFF or EPS.
- Image(s) as high-res TIFF.
- Mock-up or example(s) of ads that you like.



Showcase sample

SHOWCASE LISTINGS

Advertiser is responsible for delivering:

- Business title, address, phone number, and website.
- No more than **50 words** of copy describing the event or exhibition, including all titles, dates, and times. Copy that exceeds 50 words will be returned to be edited.
- One image only. Image must be a **300 dpi TIFF**. Images may not contain logos or graphics. Images must be horizontal rectangles or images that may be cropped.

Showcase Policies: Southwest Contemporary is not liable for errors in submitted ads and texts. Showcase text will be edited to conform with Southwest Contemporary's style guide. Advertiser will receive final approval on proofed text. Southwest Contemporary may make changes to page design as necessary without notice.

FORMAT FOR SUBMISSION

Send items 1-3 to production@southwestcontemporary.com.

PLEASE READ ALL GUIDELINES CAREFULLY. ADDITIONAL TERMS AND POLICIES ARE SPELLED OUT IN ADVERTISING CONTRACT.

FREE AD TEMPLATES

Ad templates created by our design staff are perfect for populating with your unique image and message, free of charge with 2 rounds of revisions. Request ad template samples to choose the option that best fits. Advertiser must deliver the following for ad template (if you cannot supply these files we cannot design the ad):

- Logo as a high-res TIFF or EPS.
- Image(s) as high-res TIFF.
- Event/exhibition title and dates, if applicable.