

PRINT & DIGITAL MAGAZINE AD MATERIAL SPECIFICATIONS

Accepted ad file formats

Whichever format you choose, all images and files must be 300 dpi at 100% scale. Images should be in CMYK. We accept RGB and Spot Color files and images, but we must convert them to CMYK, which will slightly affect the color.

INDESIGN CS6 OR LOWER

Please include all fonts and images used.

PDF FILES

When creating a PDF use the PDF/X1a:2001 setting.

ILLUSTRATOR CS6 OR LOWER

Please save image as an .eps file. Convert fonts to outlines.

PHOTOSHOP FILES

Please save image as a .psd, .tiff or .eps file. Include all fonts used.

TIP: When using **BLACK** as your background color, create a "Rich Black" by using the following percentages: **30C, 20M, 20Y, 100K.**

Submitting files by shipping

Use a shipping service that gives a tracking number like FedEx, UPS or DHL. We accept files on CD-ROM.

Submitting files electronically

- » **When emailing artwork** please keep in mind that our email is limited to 10MB per email (including your attachments). Use file compressing programs like Stuffit or ZIP to lower the size of your files.
- » **If the file size is under 32 MB**, you can upload through our website. Go to www.westernartcollector.com/upload and log in using the **access code**, which can be received by contacting our Advertising Traffic Department.
Enter the artist name and title of work, select the file from your computer and click Upload.
- » **If the file size is over 32 MB**, we recommend the files be sent to traffic@westernartcollector.com through a file sharing website such as www.WeTransfer.com, www.hightail.com or www.dropbox.com.

Accepted proofs

In order to help ensure correctness and accuracy of color, please provide a proof of your ad.

We accept contract proofs. The contract proof is a color proof that is looked on as a contract between the printer and client as the final proof before going to press. Currently the de facto standard for a contract proof is a Matchprint or laminate proof although some high-end digital proofs are considered good enough to accurately predict color from the press.

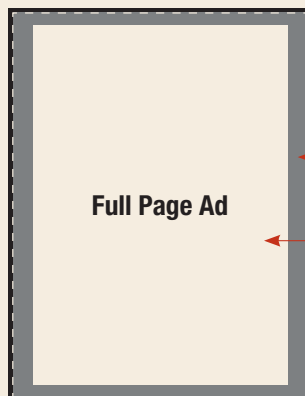
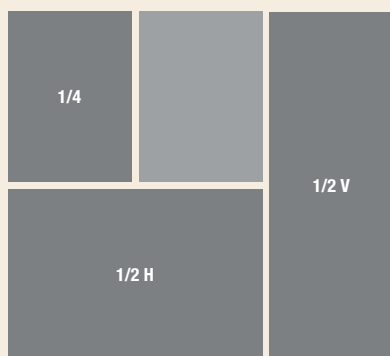
- » A contact proof is not the same as a contract proof (unless it's a typo).
- » The contract proof is the one that says to the printer "Everything looks good, let's go to press."

If you cannot provide a contract proof, we can accept a color target. A color target is any printout of the ad or image(s) in the ad that you are happy with, which we can use to verify color. We cannot guarantee an exact match, but we will make every effort to match the color target.

Color adjustments can only be made to workable files that include all high-res images and fonts.

Attn: If a color calibrated proof is not provided with 4-color ads, the publication cannot be held responsible for correctness of color.

Ad Sizes



← **BLEED:** This area will be trimmed off when printed.

← **TRIM:** This is the size of the ad once the Bleed has been trimmed.

← **LIVE AREA:** Keep any important elements of the advertisement within this area to be certain that those elements are not too close to the gutter, in jeopardy of getting trimmed, etc.

SPREAD	WIDTH	HEIGHT
Bleed	16.75"	11"
Trimmed	16.5"	10.75"
Live Area*	16"	10.25"

FULL PAGE	WIDTH	HEIGHT
Bleed	8.5"	11"
Trimmed	8.25"	10.75"
Live Area	7.25"	10.25"

HALF PAGE	WIDTH	HEIGHT
Horizontal	7.125"	4.77"
Vertical	3.46"	9.75"

QTR. PAGE	WIDTH	HEIGHT
	3.46"	4.77"

Amendments

Any amendments required to your file at plate stage will incur an additional charge.

* Text should fall within the Full Page live area width for each page.

Need assistance creating your advertisement?

Call our Advertising Department to inquire about our affordable design services. (866) 619-0841

Having trouble submitting your advertisement?

We can help. At *Western Art Collector* we strive to make the process of submitting your advertisement as easy and smooth as possible. Feel free to contact our Advertising Traffic Department to help with any questions you may have. Please email us at traffic@WesternArtCollector.com