MADE LOCAL MAGAZINE
Advertising Specifications

| FULL PAGE
7.5" x 10" LIVE
8.5" X 11" TRIM
8.75"X 11.25" BLEED | HALF-PAGE
VERTICAL
3.625" x 10"
LIVE
4.25" x 11.25"
BLEED | |
| HALF-PAGE
HORIZONTAL
7.5" x 4.875" LIVE
8.75" x 5.5" BLEED | | QUARTER-
PAGE
VERTICAL
3.625" X
4.875 |

Printing Method: Web Offset

Ink: CMYK color

Binding: Saddle-stitch

Cover & Text Paper: 70lb velvet

Page Trim Size: 8.5" x 11"

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Ad Production: $125 (using only advertiser's copy, logo(s), image(s), and font(s) as needed)

Additional Graphic Services: $100-$450 (TBD after consultation)

RESTAURANT LISTING "PLATE" SPECS (see examples on next page)
All restaurant info will be formatted (on a plate) by Ranch7 Creative. Each restaurant listing will include the restaurant's **name, address, phone number, url, high-resolution logo** (preferably with transparent background), and **8-12 descriptive words**. Acceptable file formats for logos: PDF, EPS, JPG, TIFF, and PSD at 300 ppi.

SHELF TALKER SPECS (see examples on last page)
Vertical product images, such as wine bottles or milk cartons, must be 300 ppi at 4" high (minimum). Horizontal product images, such ice cream cartons or butter packages, must be 300 ppi at 4-5" wide (minimum)—if very narrow product, 5-6" wide is optimal. Transparent background for product image is preferred. Acceptable file formats: PDF, EPS, JPG, TIFF, and PSD at 300 ppi.

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DOCUMENT FILES
Preferred file format is a high-resolution (press quality) PDF with fonts outlined. Set up page layout document size to actual ad size and include crop marks. On full-page ads, set bleeds to at least 1/8".

OTHER ACCEPTABLE FORMATS
EPS (outlined), or high-resolution JPEG or TIFF, or MAC version InDesign Preflight or Photoshop. All images must be 300 ppi. Ads created in an unacceptable format must be resubmitted. Files that require manipulation, corrections, or repairs are subject to production charges (see fees above).

INKS/COLOR
All color used in document must be CMYK. If not sending a print-ready PDF, please convert all RGB images and spot colors to CMYK. For best results, do not include large areas of dark color. Also, for best readability, do not include small type reversed out of a dark background.

ERRORS & OMISSIONS
All ads submitted should be suitable to print as is. Sonoma County GO LOCAL Cooperative is not responsible or liable for typos, errors, or omissions in advertising materials.

SENDING FILES
Please send electronic files to Laurie at Ranch7 Creative: laurie@ranch7.com.

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PRINT/PRODUCTION QUESTIONS?
Laurie Gibbs, Ranch7 Creative: laurie@ranch7.com or 707-526-1080

ADVERTISING QUESTIONS?
Terry Garrett, Sonoma County GO LOCAL Cooperative: T.Garrett@golocal.coop or 707-888-6105 ext. 4