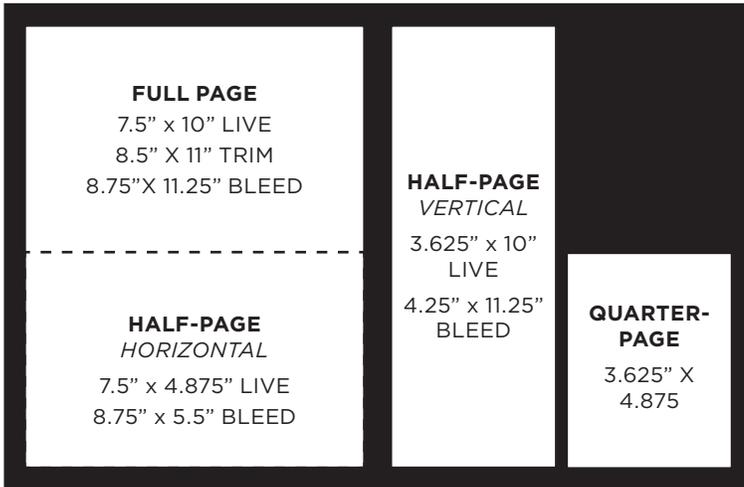


# MADE LOCAL MAGAZINE

## Advertising Specifications



**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:** \$150 (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.

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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 (300dpi @ 100%) JPEG or TIFF. 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 (8pt and down) 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 Janeen Murray at [j.murray@golocal.coop](mailto:j.murray@golocal.coop)

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**PRINT/PRODUCTION QUESTIONS?**

Lisa Modica, Ranch7 Creative: [lisa@ranch7.com](mailto:lisa@ranch7.com) or 707-526-1080

### **ADVERTISING QUESTIONS?**

Janeen Murray, Sonoma County GO LOCAL: [J.Murray@golocal.coop](mailto:J.Murray@golocal.coop) or 707-888-6105 ext. 2



**Fishetarian Fish Market**

599 CA-1, Bodega Bay

[fishetarianfishmarket.com](http://fishetarianfishmarket.com) | 875.9092

“Bummer Free Zone!”

Choice of panko-crusteds or gluten-free fish ‘n’ chips, GF award-winning clam chowder, oysters, fish tacos & more! Open 7 days a week for lunch & dinner.



**Petaluma Pie Company**

125 Petaluma Boulevard N., Petaluma

[petalumapie.com](http://petalumapie.com) | 7MMM-PIE

A farm-to-table bakery café specializing in sweet and savory pies made with local and organic ingredients.



**McNear's Saloon & Dining House**

23 Petaluma Boulevard N., Petaluma

[mcnears.com](http://mcnears.com) | 765.2121

Full menu available Monday-Saturday until 11PM and Sunday until 10PM. Come for Sunday brunch from 9AM-12:30PM. Banquet facility and live music, too!



**Bistro 29**

620 Fifth Street, Santa Rosa

[bistro29.com](http://bistro29.com) | 546.2929

Traditional French bistro fare featuring fresh buckwheat crepes, sweet crepes, and a full bistro menu.



**La Vera Pizza**

629 Fourth Street, Santa Rosa

[laverapizza.com](http://laverapizza.com) | 575.1113

“The Real” pizza, done right...for more than 30 years. La Vera makes delicious pizzas from fresh, local ingredients.



**Seared Steak and Seafood**

170 Petaluma Boulevard N., Petaluma

[PetalumaSeared.com](http://PetalumaSeared.com) | 762.5997

Serving the freshest local ingredients  
Oyster Bar • Sustainable Seafood  
Grass-Fed Beef • Local Draughts,  
Wines & Spirits