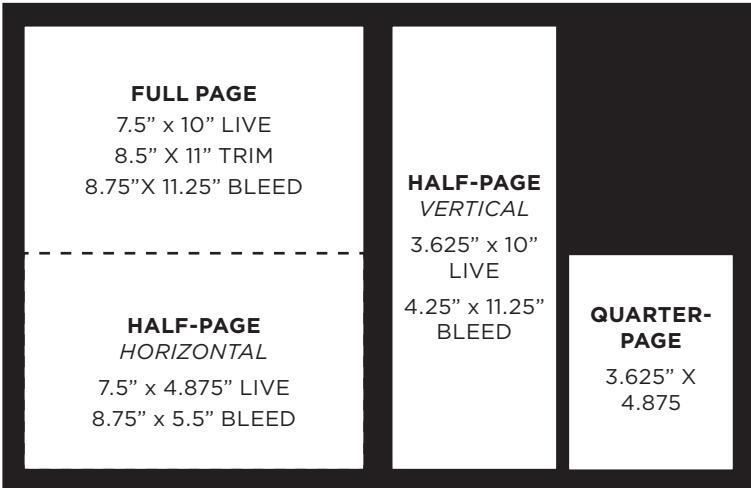


MADE LOCAL MAGAZINE

Advertising Specifications



Printing Method: Web Offset

Ink: CMYK color

Binding: Saddle-stitch

Cover & Text Paper: 70lb velvet

Page Trim Size: 8.5" x 11"

.....

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.

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

PRINT/PRODUCTION QUESTIONS?

Lisa Modica, Ranch7 Creative: lisa@ranch7.com or 707-526-1080

ADVERTISING QUESTIONS?

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



Fishetarian Fish Market

599 CA-1, Bodega Bay

fishetarianfishmarket.com | 875.9092

"Bummer Free Zone!"

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



McNear's Saloon & Dining House

23 Petaluma Boulevard N., Petaluma

mcnearss.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!

EAT
LOCA
Sonoma County
www.golocal.coop



Petaluma Pie Company

125 Petaluma Boulevard N., Petaluma

petalumapie.com | 7MMM-PIE

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

DRINK
LOCA
Sonoma County
www.madelocal.coop



Bistro 29

620 Fifth Street, Santa Rosa

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 | 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 | 762.5997

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