

## AD DIMENSIONS

**FULL PAGE / bleed:** 9.25" x 11.125"

**FULL PAGE / Non-Bleed:** 8.75" x 10"

**2/3 PAGE:** 4.875" x 10"

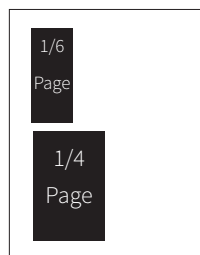
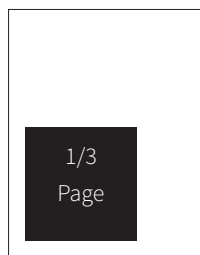
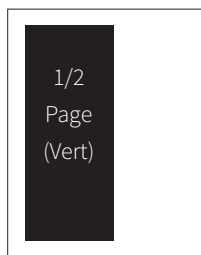
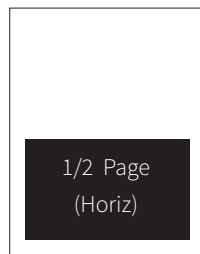
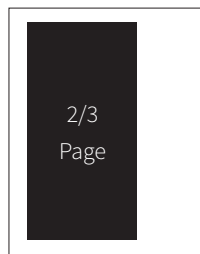
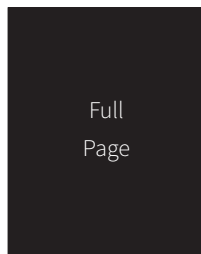
**1/2 PAGE (Horiz):** 7.5" x 4.875"

**1/2 PAGE (Vert):** 3.75" x 10"

**1/3 PAGE:** 4.875 x 4.875"

**1/4 PAGE:** 3.75" x 4.875"

**1/6 PAGE:** 2.375" x 4.875"



## PRINT SPECIFICATIONS

**Magazine Trim:** 9" x 10.875"

**Printing:** Web offset—SWOP standards apply

**Binding:** Perfect bound

**Full-page bleed:** Extend bleed : 1/8" beyond trim on all sides

**Full-page bleed safety:** Type and other image area not intended to bleed or trim must be held at least 1/4" in from trim

### Acceptable Processed File Formats:

**PDF:** PDF/X-1a is the preferred PDF format. PDF version must be 1.3 (Acrobat 4.0 compatible) and images CMYK and between 200–400 ppi at 100% of final image size used.

**InDesign:** Version CS5, CS6 or CC preferred.

**Illustrator:** Version CS5, CS6 or CC preferred

**.JPG** files are NOT supported as acceptable file formats for ads due to poor quality.

When submitting ads in Native File Format, include all fonts and high-resolution images with the file. All images must be a minimum of 200-400 ppi at 100% of final images size used.

**Ad Submission:** We only allow for digital/online ad submission. Please upload your ad to our production server at:

<http://production.napaValleyLifeMagazine.com/>

For any further questions, please contact Brent Miller, Production Director at [production@nvlmedia.com](mailto:production@nvlmedia.com) or by phone 707-815-7989.