

ADVERTISING GUIDELINES 2020

Westchester & Hudson Valley Weddings Magazine works on a Macintosh platform and can accept the following types of files. If ads are supplied in other formats additional charges may be incurred.

FILE TYPES ACCEPTED:

Preferred file type is PDF/X-1a (CMYK only)

Other accepted file formats:

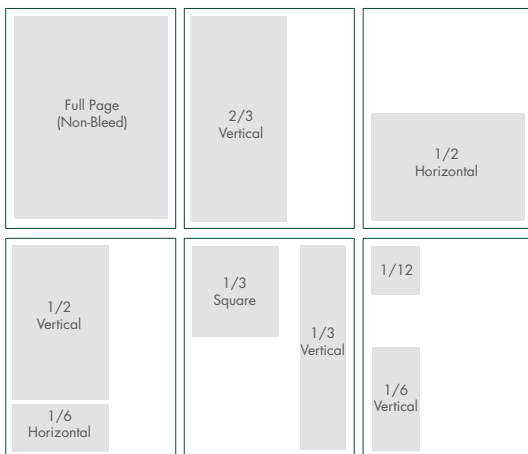
Adobe InDesign CC
Adobe Photoshop CC (TIFF preferred)
Adobe Illustrator CC (EPS preferred)

Graphic Files:

All graphic files must be supplied in CMYK (not RGB or PMS), with a resolution of 300 dpi or higher. The file name must be the same as referenced in the InDesign document. If Illustrator or EPS files are

| Dimensions | wide | | high |
|-------------------|------------------|---|-------------------|
| Trim Size | 8 3/16" (8.187") | x | 10 7/8" (10.875") |
| Bleed Size | 8 7/16" (8.437") | x | 11 1/8" (11.125") |
| Image Area (Full) | 7" | x | 10" |
| 2/3 Vertical | 4 5/8" (4.625") | x | 10"{ |
| 1/2 Horizontal | 7" | x | 4 7/8" (4.875") |
| 1/2 Vertical | 4 5/8" (4.625") | x | 7 3/8" (7.375") |
| 1/3 Square | 4 5/8" (4.625") | x | 4 7/8 (4.875") |
| 1/3 Vertical | 2 1/4" (2.25") | x | 10" |
| 1/6 Horizontal | 4 5/8" (4.625") | x | 2 1/4" (2.25") |
| 1/6 Vertical | 2 1/4" (2.25") | x | 4 7/8 (4.875") |
| 1/12 | 2 1/4" (2.25") | x | 2 1/4" (2.25") |

DIMENSIONS FOR A 2-PAGE SPREAD: Trim - 16 3/8" x 10 7/8"
Bleed - 16 5/8" x 11 1/8" and gutter bleed only 15 1/2" x 10"



Keep live matter 5/16" from trim edge on top, sides and bottom.
Keep all printers marks outside of bleed area.
For bleed allow 1/8" beyond all trim.

supplied that include type, make sure it is converted to outlines, and include the fonts. No 4-color black type.

Fonts:

Include all fonts for text and graphic files used in ad.
You must include both the screen and printer fonts.
We support Open Type fonts, Adobe Type 1 fonts and True Type fonts.

Supplied Proof:

If ad is "color critical", supply SWOP-certified proof.

Disks:

We accept the following forms of media for file submission:
CD-ROM Disks or DVD

Additional Charges:

We are utilizing a Computer To Plate workflow. If an ad needs to be designed or redesigned to fit our format, there will be additional charges.

Ads We Create:

Partial Page ads - \$40-\$75
Full page ad - \$150

Photography:

\$150 charge per photo
With advance notice, we can take advertising photography.

Submitting Ads via E-Mail:

All transmissions that are e-mailed cannot exceed 4 megabytes in size, and should be "stuffed" or "zipped" before sent.

Please specify "Weddings Ad" in the subject field of email.
Send to: production@westchestermagazine.com

Submitting Ads via Dropbox:

1. Visit Dropbox.com —sign-up for a FREE account, if you do not already have one.
2. Create a folder — specify business and magazine in the folder name.
3. Place ad file in folder.
4. Share folder with production@westchestermagazine.com
If you have any problems, please contact Kathee or Jodi at production@westchestermagazine.com or visit www.dropbox.com/help/243/en

Submitting Ads via Regular Mail:

Ship all ad materials to:

TODAY MEDIA

Westchester & Hudson Valley Weddings Magazine

Attn. Production Department

2 Clinton Avenue

Rye, New York 10580

(914) 345-0601 (ext. 125)

General Advertising Info:

(914) 345-0601, ext 138

Production Info:

Kathee (914) 345-0601 (ext. 125)

Jodi (914) 345-0601 (ext. 154)

e-mail: production@westchestermagazine.com

For advertising information call 914.345.0601 Ext. 138

or email sales@westchestermagazine.com

2 Clinton Avenue, Rye, New York 10580 westchestermagazine.com

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