

STRAND *Magazine*

Digital Requirements

Files provided not meeting all of the following specifications will incur file alteration and troubleshooting charges to be billed at the rate of \$75 per hour.

Full Page Live Copy Area 4.875 x 7.875 Trim 5.375 x 8.375 Bleed 5.625 x 8.625

1/2 V 2.25 x 7.625

1/2 H 4.75 x 3.75

1/4 2.25 x 3.75
1/8 2.25 x 1.75

2009 Closing Dates
First Printing *February 20*
Second Printing *May 22*
Third Printing *August 28*

FOR MAP PAGES ONLY

Center Spread

4.875" x 8.375" (Trim Size)

5.125" x 8.625" (With Bleed)

Back of Map

5" x 8.375" (Trim Size)

5.25" x 8.625" (With Bleed)

- We accept Macintosh based Adobe InDesign files only. Ads created in any other software must be exported in an EPS, TIFF or PDF/X-1a file format that can be imported into InDesign as a high resolution picture.
- Document size should be the ad size. Ads should be built to 100% of their actual size.
- High resolution images must be 300 dpi, 100% of actual size in ad.
- All files should be in CMYK format. DCS files are not accepted.
- We require one digital **color** proof of the file.
- Media accepted: Macintosh formatted CD.
- Avoid using more than two process colors to make screen tints in color type to prevent registration difficulties.
- Color or reverse type smaller than 10 point should be avoided.
- Live matter (non-bleed image and copy) must not appear within 1/4 inch of trim.
- Full Page Bleed Ads must provide 1/8 inch bleed beyond trim.

STRAND MAGAZINE

1357 21st Avenue North, Suite 102 • Myrtle Beach, SC 29577 • www.strandmagazine.com
ads@strandmagazine.com • Fax: 843-626-6452 • Phone: 843-626-8911