

## 12 | Mechanical Specifications

### Basic Requirements

A press-ready PDF, EPS with all text outlined or a flattened TIFF. All ads must be high resolution, at least 300 dpi. The color space must be CMYK or Grayscale. No RGB, LAB or embedded color profiles. All PMS colors MUST be converted to CMYK. Fonts should be converted to outlines.

### InDesign

A press-ready PDF must be included. Export as a PDFX-1a. If sending native files, the document must be collected for output and include all high-resolution images, fonts (including both printer and screen fonts) and reports. Pantone colors are not acceptable.

### PhotoShop

Images must be CMYK, at least 300 dpi. TIFF is the preferred file format. Do not use LZW compression. The file must be saved in Mac format, and it must be flattened.

### Illustrator

Fonts must be in converted to outlines. Files must be saved as a PDF or EPS.

*Austin Monthly* does not accept files created in Microsoft Publisher or Microsoft Word. Ads can be supplied on a CD, e-mailed to our ad designer or submitted via an FTP upload or other digital download. A color match print, press proof, Kodak proof or a similar proof of high resolution may be included but is not required. Print proofs MUST be received by the Wednesday before we go to press. A color laser or inkjet proof will not be an acceptable color guide for your ad.

### Printing

*Austin Monthly* is a heat-set web, perfect-bound publication. Screen ruling is 150-line screen. Page trim size is 8.375 x 10.875.

### Advertisement Creation

*Austin Monthly* will create your standard format advertisement to our specifications for \$150. Creation of your ad includes two rounds of proofing changes. An additional \$50 will be charged per hour after the second round of proofing.

Additional charges will be incurred for resizing, type changes, scans, photography, purchasing of stock photography on the advertiser's behalf or other changes.

Advertisers may use the professional services of *Austin Monthly's* graphic designers for a fee of \$50 per hour should they need changes to an existing ad or format.

*Austin Monthly* reserves all rights to ads that are created by our in-house graphic design team, and they are not to be reproduced without explicit permission in writing by *Austin Monthly*. The rights and files for ads created by *Austin Monthly* can be purchased for a fee of \$150. This fee is in addition to any hourly fees or ad creation fees as outlined above.

**Send All  
Materials To**  
your account rep

**Uploading to FTP**  
Large files can be placed on our ftp site. FTP instructions can be e-mailed upon request. Once files are uploaded, notification must be sent to your account rep.

**Sending Via Mail**  
Please label package "Ad Material"

**Austin Monthly  
Ad Design  
Department**  
1250 S. Capital of Texas  
Hwy, Building 3, Suite  
395  
Austin, TX 78746

**For technical  
questions,  
feel free to email  
sgolay@  
austinmonthly.com**

**Color Disclaimer**  
Exact color reproduction is our goal, but is not guaranteed. Color variances on press and from issue to issue stay within established SWOP (Standard Web Offset Printing) ranges. We make every effort to alter colors on request, but cannot guarantee satisfaction. Without a color proof we cannot guarantee layout or color. No changes to the ad may be made after the magazine has been shipped to the printer without substantial alteration charges from the printer. An estimate will be provided upon request.

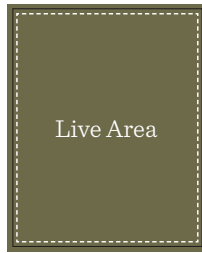
**AUSTIN  
MONTHLY**

**13 | Mechanical Specifications**



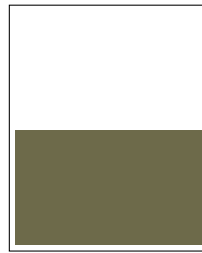
**Double Page Spread with Bleed**

17.25 x 11.375  
Trim 16.75 x 10.875  
Live Area 16 x 10.125



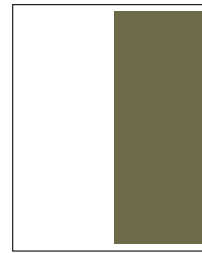
**Full Page with Bleed**

8.875 x 11.375  
Trim  
8.375 x 10.875  
Live Area  
7.625 x 10.125



**Half Page Horizontal**

7.375 x 4.793



**Half Page Vertical**

3.564 x 9.833  
\*Bleed available

Include the 1/4 inch bleed ON ALL FOUR SIDES for left or right placement.

**Live Area**

The area on a page where you can safely place body copy or other important information.

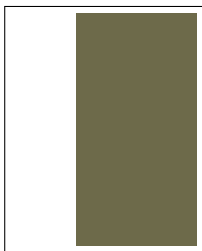
**Bleed**

Extra image that extends beyond the edge of the page. When trimmed this ensures the ad will not have a white line down the edge due to cutting variation during printing.

**Trim**

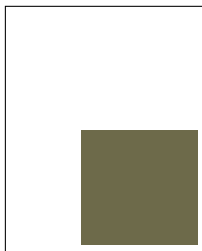
The size of the printed page after bleed has been cut off. Measurements are in inches, and listed as width x height. Please note that all text must stay within the live area which is 3/8" away from the trim.

**For any questions regarding technical specifications or production, please contact [sgolay@austinmonthly.com](mailto:sgolay@austinmonthly.com).**



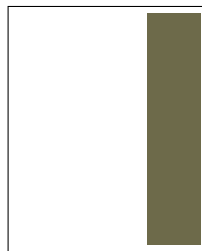
**Two Third Page Vertical**

4.833 x 9.833  
\*Bleed available



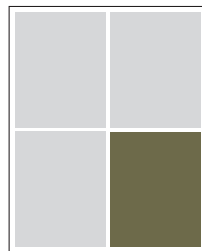
**Third Horizontal**

4.833 x 4.793



**Third Vertical**

2.293 x 9.833  
\*Bleed available



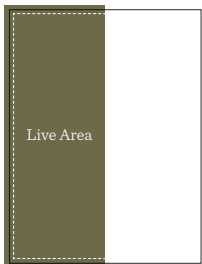
**Quarter Page**

3.564 x 4.793



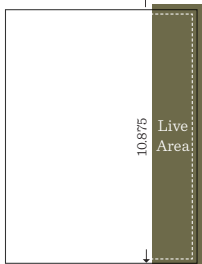
**Sixth Page**

2.293 x 4.793



**Half Page Vertical with Bleed**

4.564 x 11.375  
Trim  
4.064 x 10.875  
Live Area  
3.314 x 10.125



**Third Vertical with Bleed**

3.292 x 11.375  
Trim  
2.792 x 10.875  
Live Area  
2.042 x 10.125



**Two Third Vertical with Bleed**

5.833 x 11.375  
Trim  
5.333 x 10.875  
Live Area  
4.583 x 10.125