

STYLE 1900

DIGITAL AD REQUIREMENTS

Resolution

All tone images (grayscale and color scans) should have a resolution of 300 dpi (for 150 line screen printing) at 100%. Scanned black and white line art should have a minimum resolution of 1200 dpi at 100%.

Color

All colors in files should be created as CMYK, not Pantone or RGB colors. "Spot" or non-process Pantone converted to CMYK will have color variance.

Proofs

A high quality color laser proof should be provided with color ads. A proof should also accompany B/W ads. We are not responsible for shifts in color due to differences between the file and the proof. Color variance is a natural part of the printing process. You are 100% responsible for proofing your ad. We will not be held liable for missing or incorrect information.

Fonts

Send all postscript screen and printer fonts used in the file.
NO TRUETYPE FONTS CAN BE ACCEPTED.

Imported Graphics

If you are sending a live page layout file with imported graphics, send the original graphics files along with the page layout file.

Borders around ads

All fractional ads must include a border. We do not "float" ads with white edges. If you submit a borderless ad, we will add a thin black line around it.

File Submissions

Send only the page layout, fonts and graphics used in your ad. Include a printout of the contents of your disk. Computer Programs: Macintosh Platform – Quark Xpress 7, Adobe InDesign, Adobe Photoshop (EPS/TIFF), Adobe PDF, Adobe Illustrator (EPS). We accept files on CD. Ads are also accepted via email, but at YOUR RISK. You can also upload your ad to our FTP site at www.style1900.com/Advertise.html.

General File Information

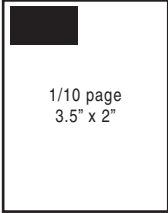
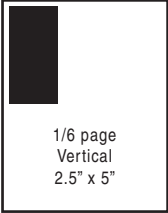
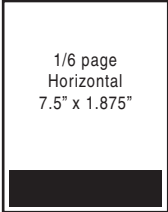
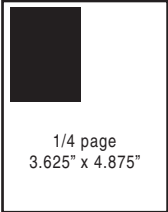
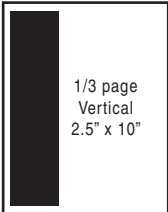
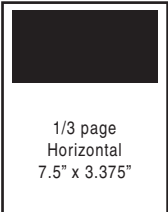
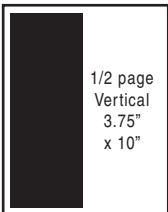
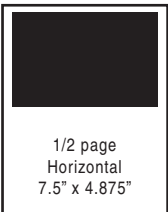

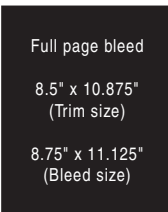
Add a 1/8" margin for full page bleed ads. We are not responsible for errors due to improper file preparation. Digital files may incur additional charges, billed at \$ 150 per hour, to be properly prepared for print.

Payment Terms

Net due 14 days from the date of the invoice. Contract discounts will be cancelled if account is not paid within 30 days of invoice date and account will be turned over to collections. New advertisers must prepay first insertion to establish credit.

Publication and Closing Dates

Style 1900 is published quarterly on or about February 1, May 1, August 1 and November 1. Refer to deadline sheet for material due dates.

 <p>1/10 page 3.5" x 2"</p>	 <p>1/6 page Vertical 2.5" x 5"</p>
 <p>1/6 page Horizontal 7.5" x 1.875"</p>	 <p>1/4 page 3.625" x 4.875"</p>
 <p>1/3 page Vertical 2.5" x 10"</p>	 <p>1/3 page Horizontal 7.5" x 3.375"</p>
 <p>1/2 page Vertical 3.75" x 10"</p>	 <p>1/2 page Horizontal 7.5" x 4.875"</p>
 <p>Full Page 7.5" x 10"</p>	 <p>Full page bleed 8.5" x 10.875" (Trim size) 8.75" x 11.125" (Bleed size)</p>

Email
Jen@Style1900.com
for rates.