

## BLEED AD SIZES

AD ART SIZE	WIDTH"	HEIGHT"
DOUBLE TRUCK	18.25	11.125

Art must be sized to above. Gutter width is .5". **Full bleed ad will trim 18" x 10.875"**, but ad must have 18.25 x 11.125" of image. Keep all live matter .25" away from trim edges.

AD ART SIZE	WIDTH"	HEIGHT"
FULL PAGE BLEED	9.25	11.125

Art must be sized to above. Center image so that art can be placed on left or right page. **Full bleed ad will trim to 9" x 10.875"**, but ad must have 9.25 x 11.125 of image. Keep all live matter .25" away from trim edges.

AD ART SIZE	WIDTH"	HEIGHT"
2/3 BLEED	6	11.125

Art must be sized to above. Center image so that art can be placed on left or right page. **2/3 bleed ad will trim to 5.75" x 10.875"**, but ad must have 3.25 x 11.125 of image. Keep all live matter .25" away from trim edges.

AD ART SIZE	WIDTH"	HEIGHT"
1/3 BLEED	3.25	11.125

Art must be sized to above. Center image so that art can be placed on left or right page. **1/3 bleed ad will trim to 3" x 10.875"**, but ad must have 3.25 x 11.125 of image. Keep all live matter .25" away from trim edges.

## NON BLEED AD SIZES

AD ART/TRIM SIZE	WIDTH"	HEIGHT"
FULL PAGE	8	9.875
2/3 PAGE	5.25	9.875
1/2 HORIZONTAL	8	4.8125
1/2 VERTICAL	5.25	7.3125
1/3 SQUARE	5.25	4.8125
1/3 VERTICAL	2.5	9.875
1/4 VERTICAL	3.875	4.8125
1/6 HORIZONTAL	5.25	2.375

## ATTENTION GRAPHIC DESIGNERS

Su Casa is produced using Creo Prinergy Computer to Plate (CTP) technology in 150 line screen on heat set web offset equipment.

We appreciate ads being processed in PDF format with all fonts and hi-res CMYK images embedded. **When creating your PDF, choose PDF-X/1A. Please be sure your PDF files are sized correctly and include image area for bleed. PDF must be CMYK. Make sure no Pantone or spot colors are used.** Designs may also be supplied in Mac Format in Quark, Photoshop, InDesign, or Adobe Illustrator EPS files.

Submit all files on CD or DVD.  
 Bleed ads need extra image area and must be built to ad art size.

**Trim size is 9" x 10.875"**. Live area 8.5 x 10.375". *Su Casa* cannot be held liable for variation in trim or fold of live matter that is placed within 1/4" at the trim or gutter.

All ads must be accompanied by a 100% to size laser proof and, as applicable, a contract color proof, such as imitation digital or analog Matchprint. A contract proof is one that is manufactured to SWOP (Standards for Web Offset Publication) specifications, and contains color bars that can be read by densitometer. **Please note all monitors and printers have different capabilities. If color is a concern, provide a color accurate Matchprint.**

**Photos and art must be CMYK files, not RGB.** All colors should be defined as CMYK. Save files in TIFF format. We cannot accept JPEG. Color should be scanned at 300 dpi.

Line art resolution should be between 1000 and 24000 dpi. Use Type 1 postscript fonts, not True-type fonts. For files that are not PDFs with attached fonts, include all screen and printer fonts.

When sending files, send only those that we will be using. Make sure that contract proof has name of file indicated.

**Please carefully proof your ad!** *Su Casa* outputs ads as provided by the client. Any format or typing errors are the responsibility of the advertiser. If typographical errors, spelling errors, obvious format errors, etc., are detected by *Su Casa*, we require the advertiser to submit a corrected electronic file and proof at the advertiser's expense.

Any alteration necessary on submitted files will be billed at \$50 per hour. Costs of production, if any, are not included in advertising rates.

A 50% deposit is due upon space deadline. The balance is due on publication. A late charge of \$75 will be applied if ad arrives after the appropriate deadline.

