



ad sizes

	WIDTH		DEPTH
2-page spread	17.25"	x	11.375"
Full page (non-bleed)	7.75"	x	10.25"
Full page (bleed)*	8.875"	x	11.375"
2/3 page (vertical)	4.625"	x	10"
1/2 page (horizontal)	7.75"	x	4.875"
1/2 page (vertical)	4.625"	x	7.25"
1/3 page (square)	4.625"	x	4.875"
1/3 page (vertical)	2.25"	x	10"
1/6 page (horizontal)	4.625"	x	2.3125"
1/6 page (vertical)	2.25"	x	4.875"
1/12 page (square)	2.25"	x	2.25"

mechanical specifications

The following specifications should be used in the preparation of digital files and color proofs for both Seattle magazine and Northwest Home.

DIGITAL FILES

Ads should be supplied on a CD or via FTP or email in Macintosh format and created in any Adobe product or Quark; or you can supply a high-res PDF (CMYK, 300 DPI, fonts embedded). All images should be converted to CMYK and at 300 dpi. All fonts should be converted to outlines or supplied as Suitcases along with the font manufacturer font name and version. Use stylized fonts, and do not apply style attributes to basic fonts. Black-and-white ads must be accompanied by a laser proof. Color ads must be accompanied by a color proof (i.e., thermal print, matchprint). Please provide a color proof produced under SWOP specification (www.swop.org) when you submit new color ad material. We will do our best to match the proof that you supply, but due to CMYK magazine printing standards, we cannot guarantee color accuracy. We do not accept Film. If using large fields of black in a full color ad, please use a 4 color build instead of 100% black. (ie c 20/m 20/y 20/k 100). A fee of \$150 will be charged if a file is received after 12:00 Noon, two business days after Materials Close date.

SHIPPING INSTRUCTIONS

Ads under 10MB can be shipped electronically via email to ads@seattlemag.com. Ads up to 150 MB can be shipped via FTP. Files need to be compiled into one folder and stuffed or compressed. In any web browser, go to: <http://ads.tigeroak.com>, when prompted, enter:

Username: advertiser

Password: top207

Follow the instructions for entering pertinent information and uploading files.

Send materials over 150 MB to: Ad Traffic Coordinator at Seattle magazine, 1518 1st Ave. S, Suite 500, Seattle, WA 98134.

DPI SPECIFICATIONS

Seattle magazine is printed with a 133 line screen. Provide all photos at 300 dpi. Line art should be provided at 600–1200 dpi.

*BLEED SPECIFICATIONS

Image area not intended to be trimmed must be .3125" in from the trim size of 8.375" x 10.875". Material intended to bleed must be furnished with a minimum of .25" image area beyond the trim (8.875" x 11.375"). On anything less than .25" bleed, publisher cannot guarantee consistent bleed.

TRIM SIZE 8.375" x 10.875"

LIVE AREA All type or graphics not intended to trim should be positioned .3125" from trim.

GUTTER SAFETY All copy should be placed .375" from either side of trim.