

Bush Style

MAGAZINES

BUSH & ASSOCIATES
 AWARDED CERTIFICATES OF
 EXCELLENCE FOR EDITORIAL
 DESIGN AND PROMOTIONAL
 MAGAZINE PUBLISHING
 —Western Publications
 Association, Maggie Awards

Ad Sizes & Specifications Sheet

File Formats

Bush & Associates (B&A) preferred file format is PDF/X-1a (Vector). All images must be high-resolution (300 DPI) and all fonts must be embedded. No nesting of EPS files please. To proceed with any revisions or design changes when requested by clients, we require native files (layered) in InDesign, Quark, Photoshop or Illustrator, with all fonts and linked images included.

Proofs

Advertisers and ad agencies must submit high-end digital contact proofs that follow SWOP (Specifications Web Offset Publications) standards with ad material even if they load digital files on our FTP site or email us proofs. (DPI of 200 to 400; LW of 80 and CT of 12.) If not, B&A assumes no responsibility of color issues. Proofs must be 100% size and made from final digital file B&A received. All ads are to be signed-off on before press time. Crop marks please.

Ad Specifications

Trim size of B&A full-sized *Style* magazines is 8.75" wide by 10.938" high. Bleeds need to be a minimum of 1/8" or .125" on all four sides. We prefer no text outside .5" of all four margins, which translates into keeping all text and vital visuals (except background bleed) in the live area of 7.75" by 10". All material must be .25" from trim, safety is 3/16" or .1875" from

center line. B&A sells placement, so it's a good idea to allot for more "white space" (3/16") on gutter side.

Printing Specifications

Printing Process: Offset Web
 Binding Process: Perfect Bound and Saddle Stitched
 Magazine Trim Size: 8.75" by 10.938"
 Technology: Computer-to-Plate
 Transfer Files to Printer: File Transfer Protocol (FTP) over the super-fast dual T-1 lines.
 Files Submitted: CYMK, High-Resolution, PDFs
 Ad Agencies: Provide color proofs of PDFs at 100% size; have all color modes at CYMK (no spot colors); resolution set at 300 dpi; embed all fonts; crop marks must be offset by at least 18 points or .125 of an inch.

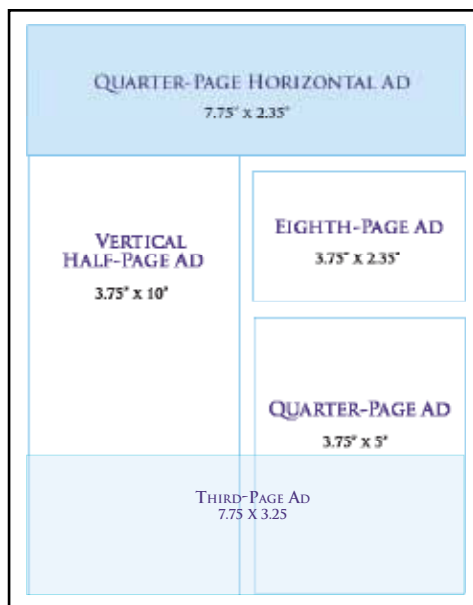
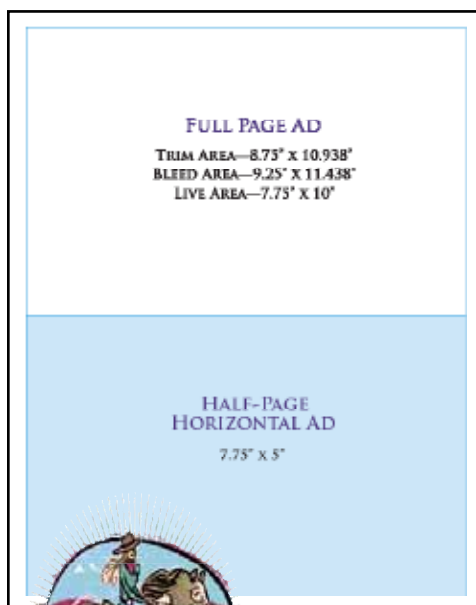
Send Color Proofs, CDs or DVDs to:

Bush & Associates, Inc.
 P.O. Box 577
 Telluride, CO 81435
 970-728-3422 Phone, 970-728-0261 Fax
 Email: bush@bushpublications.com

Digital Transfers

Email: kbush@bushpublications.com
 FTP: /ftp.tellurideofficialguide.com
 User Name: BUSHupload
 Password: tstyle1986

AD SIZES	DIMENSIONS (WIDTH X HEIGHT, IN INCHES)
TRIM AREA	8.75 X 10.938
FULL-PAGE BLEED	9.25 X 11.438
FULL-PAGE LIVE	7.75 X 10
HALF-PAGE HORIZONTAL	7.75 X 5
HALF-PAGE VERTICAL	3.75 X 10
THIRD-PAGE VERTICAL	2.41 X 10
THIRD-PAGE SQUARE & HORIZONTAL	5 X 5 & 7.75 X 3.25
QUARTER-PAGE	3.75 X 5
QUARTER-PAGE HORIZONTAL	7.75 X 2.35
SIXTH-PAGE HORIZONTAL	5 X 2.35
SIXTH-PAGE VERTICAL	2.41 X 5
EIGHTH-PAGE	3.75 X 2.35
SPREAD BLEED	19 X 11.438



Lifestyles & Legacies of Telluride & Montrose