

Adventures & Romance Magazine

Aloha to all **Adventures & Romance Magazine** customers! **ARM** is entering a new phase of production with a more simplified method of design, advertising and proofing to better service our mutual needs. Please read carefully the following instructions and if you still have any questions, e-mail info@kauairomance.com with your questions and/or concerns. We will address any issues regarding design/graphic production via email. **Adventures & Romance Magazine** will not be responsible for typing mistakes, changes to ads, or missing elements of ANY ADVERTISEMENT. All ads must be accompanied by a color proof supplied by the client. Signed proofs are final. Please contact the publisher for information on final deadlines.

ADVERTISING SPECIFICATIONS

All ads must be submitted at 300 dpi resolution preferably in ADOBE .PDF format CMYK.

Please no printing/press markings, or calibration bars.

Ads submitted with the aforementioned markings will have a \$50.00 fee handling charge.

We accept ADOBE INDESIGN files.

Fonts and graphic components should be included on a CD with color proof and output instructions.

ARM DOES NOT ACCEPT QUARK FILES or WORD Documents.

ADVERTISING SIZES ARE STRICT. PLEASE USE THE DIMENSIONS BELOW (INCHES) W = Width H = Height

Full page ads are FULL BLEED unless otherwise specified by the customer with a signed printed proof (actual size).

Full page copy area: W 7.875" X H 10"

Magazine trim area: W 8.375" X H 10.875" (Add .25" on all sides for full bleed ads)

Full page bleed area: W 8.875" X H 11.375" (Extra bleed on image allowing for good safe trim)

BLEED 0.25" MINIMUM ON ALL SIDE FOR FULL PAGE AND DOUBLE SPREAD ADS

ALL info, crop and registration marks, plus color bars MUST be set @ .25" outside trim area

WE DO NOT ACCEPT ads with client website extension, for tracking purposes.

Example: <http://www.kauaiocancharters.com/kauai-coupon> (<extension)

AD SIZES:

DOUBLE PAGE SPREAD AD: W 16.75" X H 10.875" (Add additional .25" on all sides for full bleed ads)

FULL PAGE BLEED AD: W 8.375" X H 10.875" (Add additional .25" on all sides for full bleed ads)

FULL PAGE NON BLEED AD: W 7.375" X H 10"

HALF PAGE HORIZONTAL AD: W 7.375" X H 4.875"

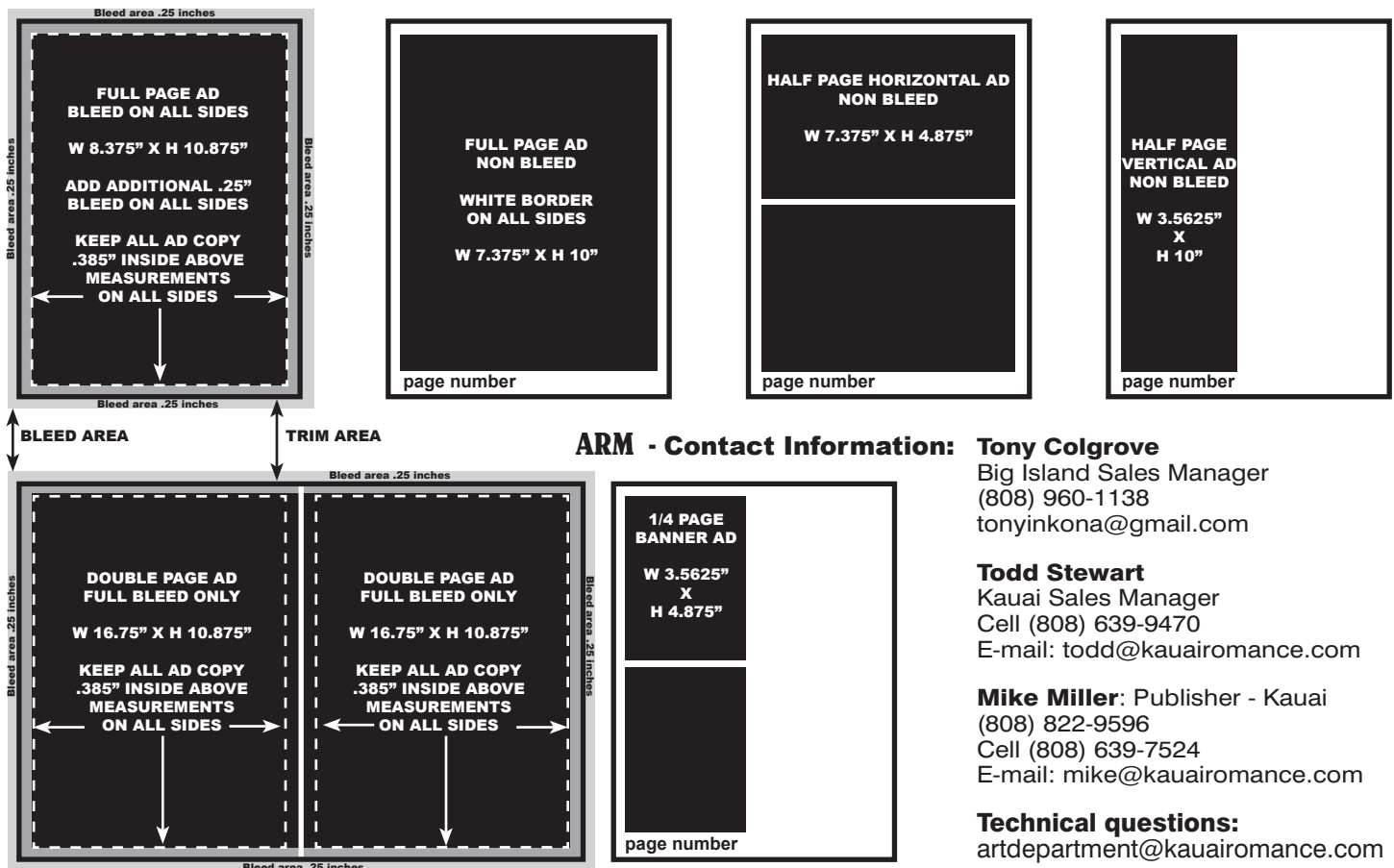
HALF PAGE VERTICAL AD: W 3.5625" X H 10"

1/4 PAGE BANNER AD: W 3.5625" X H 4.875"

NEW SPEC REQUEST

All large BLACK areas and backgrounds in ads must be convert from 100% black to a Rich Black using the following printer specs:

Cyan ink/color: C= 60%
Magenta ink/color: M= 30%
Yellow ink/color: Y= 30%
Black ink/color: B= 100%



ARM - Contact Information:

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