

# 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](mailto: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)

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)

**AD SIZES:** 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%

