



NASTAR GUIDE BOOK AD SPECS

AD CLOSE DATE: February 4th, 2009
 SEE DIGITAL SPECS BELOW
 MAGAZINE TRIM SIZE: 5-5" w x 8-5"d
 Saddle Stitch
 Jog to Foot – 1/8" Foot Trim

MATERIAL CLOSE DUE DATE: February 11th, 2009
 WE DO NOT ACCEPT FILES ELECTRONICALLY
 MECHANICAL REQUIREMENTS:
 Offset Printing

SAFETY: Live matter should be kept 1/4" from trim size			
UNITS	TRIM	BLEED	NON BLEED
Full Page	5-1/2" w x 8-1/2"d	5-3/4"w x 8-3/4"d	4-1/2"w x 7"d
Spread (gutter free)	11"w x 8-1/2"d	11-1/4"w x 8-3/4"d	9"w x 7"d
1/2 Pg. Hz.	5-1.2"w x 4-1/8"d	5-3/4"w x 4-3/8"d	4-1/2"w x 3-1/2"d

DIGITAL FILE SPECS: Material Specifications: SWOP standards apply. File Formats Accepted: We will accept the following files: Preferred – PDF-X1A. We also accept Adobe PDF 3.1.0 or higher. WE DO NOT ACCEPT APPLICATION FILES.

MEDIA: The following are acceptable: CD-ROM. Please label all media with NASTAR Guide, agency name, contact name, phone number and advertiser.

PROOFING: We require one digital proof (Kodak Approval or Polaroid PolaProof preferred, Dupont Waterproof or Polaroid DryJet acceptable) generated from the digital file. All proofs must bear Standard GATF Offset Color Bars/Exposure Scales and should be proofed to SWOP specifications.

GENERAL GUIDELINES

- Supply required screen ruling and dot shape and angle.
- Build pages to trim size and extend bleed beyond page edge.
- All elements must be placed at 100% of size.
- Use stylized fonts. Do not apply style attributes to basic fonts.
- Do Not Use TrueType or Multiple Master Fonts.
- Include all printer and screen fonts, images/scans, and logos/artwork.
- Do not nest EPS files in other EPS files.
- Pantone colors must be in CMYK mode.
- All images/scans must be in CMYK mode.
- Font information should include manufacturer, font name and version.
- Four-color solids should not exceed SWOP density of 300%.
- Supply one composite LW and CT file per page.
- Supply single pages on full-page ads. On spread units, supply one continuous image file.
- Black text should be merged with the LW file.
- Supply hard copy proofs that match each supplied digital file.
- Proofs must be provided at 100% of size.
- If you have any additional questions, please contact Jen Hohensee (see below).
- 133 Line Screen required. Density should not exceed 300%.
- Rotation of Color: yellow, magenta, cyan, black

PLEASE SEND YOUR MATERIAL TO:

Attn: SKI's NASTAR GUIDE
 Jen Hohensee
 Mountain Sports Media
 5720 Flatiron Parkway
 Boulder, CO 80301
 Tel: (303) 253-6419

PLEASE FAX YOUR INSERTION ORDERS TO:

Attn: SKI's NASTAR GUIDE
 Mountain Sports Media
 Jen Hohensee
 Fax: (303) 253-6377