

### SHIPPING INSTRUCTIONS

Send ad materials to:	Fax insertion orders to:
North American Resort Guide Kristin Dann Production Department 2052 Corte del Nogal Carlsbad, CA 92011 tel: (760) 707-1953	North American Resort Guide Jennifer Hohensee 5720 Flatiron Parkway Boulder, CO 80301 tel: (303) 253-6419 fax: (303) 253-6377
*Include magazine name and issue date.	

### ISSUE & CLOSING DATES

ISSUE	AD CLOSE	MATERIAL DUE	ON SALE
OCTOBER 2009	08/03/09	08/07/09	09/22/09

### UNITS & SIZING

UNITS	NON-BLEED (w" x d")	BLEED (w" x d")	TRIM (w" x d")
Full Page	7 x 10	8.125 x 10.75	7.875 x 10.5
Spread	15 x 10	16 x 10.75	15.75 x 10.5

### 2009/10 ADVERTISING RATES

Four Color	1x
Full Page	\$7,728
Spread	\$15,456

### SALES CONTACTS

**boulder headquarters**  
5720 Flatiron Parkway  
Boulder, CO 80301

Greg Finn  
Vice President of Sales  
P) 303.253.6412  
F) 303.253.6377

### SPECS & MECHANICS

**MAGAZINE TRIM SIZE:** 7-7/8" x 10 1/2"

**MECHANICAL REQUIREMENTS:** Perfect Bound, Offset Printing; Jog to Foot — 1/8" Foot Trim

**MAXIMUM DENSITY ACCEPTED:** 300%

**LINE SCREEN:** 133

**R.O.B. UNITS—SAFETY:** live matter should be kept 1/4" from trim size

**R.O.B. UNITS—TRIM:** 1/8" all around

**Material Specifications:** SWOP standards apply.

**File Formats Accepted:** We will accept the following files: **PDFX1A** format is the preferred file format for file submission. When preparing **PDFX1A** files careful attention must be paid to ensure they are properly created and will reproduce correctly. Please see below for guidelines. Please call Kristin Dann at (760) 707-1953, or email at kristin.dann@bonniercorp.com if you have any other questions regarding material.

**WE DO NOT ACCEPT APPLICATION FILES.**

**Media:** The following are acceptable: Mac formatted; CD-ROM, DVD. Please label all media with issue date, agency name, contact name and phone number, advertiser, ad number, vendor name and contact. If you would like media returned, please include a return address.

**Proofing: NO LASER PROOFS:** We require one digital proof (i.e. Epson) 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, logos/artwork.
- Do not nest EPS files in other EPS files.
- Pantone colors must be in CMYK mode. If you are planning on using a PMS, please contact Kristin Dann at (760) 707-1953, or email at kristin.dann@bonniercorp.com.
- 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.
- 133 Line Screen required. Density should not exceed 300%.
- Rotation of Color: yellow, magenta, cyan, black
- If you have any additional questions, please contact Kristin Dann at (760) 707-1953, or email at kristin.dann@bonniercorp.com.