

FILE PREPARATION:

When bleed is required (for full-page or spread ads), please provide .25" beyond the trim area. Include all standard trim, bleed, and center marks outside the live image area.

PREFERRED DIGITAL FILE FORMAT:

PDF/X1a, with high-resolution CMYK

RESOLUTION:

300 DPI (All images must be 300 DPI when placed in ad layout.)

COLOR MODE:

CMYK, 4/C process or grayscale images and all fonts embedded

PRINTING METHOD:

Web offset, SWOP standards

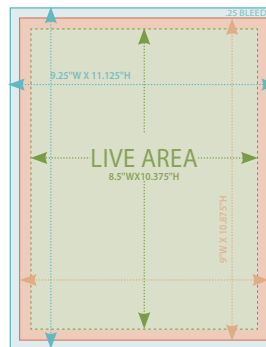
SWOP PROOFS:

Advertisers are strongly encouraged to order SWOP proofs from *PleinAir*, because SWOPs are the only way to guarantee color and review the final ad as it will be printed in the magazine. Please contact your regional marketing manager to order your SWOP proof.

AD DELIVERY MODES:

- E-mail to your regional marketing manager
- Share file via Dropbox, Google Drive, or any other file transfer program
- Upload to our FTP site
 Ftp.pubpress.com
 User: stream
 Password: boynton9

Please alert your regional marketing manager with file name when uploading file to FTP site. If experiencing technical difficulties, please share file via Dropbox or any other file transfer program.



TRIM SIZE:

9" w x 10.875" h, perfect-bound

LIVE AREA:

Text and images must be at least .25" away from trim on all sides so nothing gets cropped when file goes to press. (Applies only to BLEED ads.)

BLEED:

Please add .25" beyond trim on all sides. (Applies ONLY to FULL PAGE and SPREAD ads.)

Ads may be produced by *PleinAir* per the advertiser's request. Contact your regional marketing manager for production charges and deadlines. See following page for contact information and ad materials guidelines.

**REGIONAL
MARKETING MANAGERS**

ANNE WEILER-BROWN

Art Division Director / Western

ID, MT, UT, WY, AB, SK

435.772.0504

zionartist@gmail.com

GINA WARD

Central

CO, IL, IN, IA, KS, MI, MN, MO, NE,

NM, ND, OH, SD, TX, WI, ON, MB

920.743.2405

gwardart@gmail.com

KRYSTAL ALLEN

West Coast

AK, AZ, CA, HI, NV, OR, WA, BC

541.447.4787

krystalallen2@gmail.com

TRACEY NORVELL

Mid-Atlantic, Southeast

AL, AR, DE, FL, GA, KY, LA, MD, NJ,

NC, OK, PA, SC, TN, VA, DC, WV

918.519.0141

tenwriter@gmail.com

MARY GREEN

Northeast, International

CT, ME, MA, NH, NY, RI, VT,

NB, NL, NS, PE, QC, INTL.

508.230.9928

mgreen@streamlinepublishing.com

RICHARD LINDENBERG

National Sales Manager, Suppliers

415.234.6743

richlindenberg@gmail.com



It is not required, but it's always helpful to have an example or a mockup of an ad.

AD MATERIALS DELIVERY MODES:

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IMAGES & LOGOS:

Supply high-resolution images — JPG or TIF in CMYK mode, at least 300 DPI, large enough to print at 100%.

For example: If you have a full-page ad, please make sure the image is large enough to fill the page at 100%.

TEXT/COPY:

Ad copy must be provided in an editable format in either a Word document or in the body of an e-mail (preferred).

Please Include the Following:

- Title, size, medium of artwork
- Contact information
- Any additional copy you would like to include in your ad.

FONTS:

If advertiser has specific fonts to use in ad, please provide font file or name of font. We will do our best to match as closely as possible if we do not have the specific font.

COLOR:

If advertiser has specific color preferences, please provide a visual reference or CMYK percentages of color.

APPROVAL PROCESS:

PleinAir will send a PDF proof for approval. Each advertiser receives TWO complimentary rounds of PDF proofs.

Production charges will be applied after two rounds of revisions (unless it's an error made by *PleinAir*).

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