

TREND

ART + DESIGN + ARCHITECTURE

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AD DEADLINES

Fall 2012/Winter/Spring 2013	August 22, 2012
Summer 2013	May 11, 2013

Trend Magazine
P.O. Box 1951
Santa Fe, NM 87504
www.trendmagazineglobal.com

For specification or general questions contact:
Janine Lehmann (505) 660-1457
jdlgraphix@comcast.com

2012-2013 AD SPECIFICATIONS

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Fall 2012/Winter/Spring 2013 August 22, 2012
Summer 2012 May 11, 2013

DIGITAL ADS

Please send press-quality pdf ads to:
jdlgraphix@comcast.net.

Files up to 10 mg can be emailed to jdlgraphix@comcast.net. Files over 10 MB should be sent via an ftp service such as You Send It (yousendit.com) or Dropbox (dropbox.com).

We will confirm that your ad was received and contact you if there are any problems. *Trend* is committed to the highest quality editorial and advertising. Ads submitted with low-resolution images or other technical problems will be returned for improvements, or *Trend* can modify the files in-house, with costs billed to the client at \$65 per hour.

For production assistance contact:
Janine Lehmann at 505-660-1457 or
jdlgraphix@comcast.net.

TECHNICAL SPECIFICATIONS

DIGITAL IMAGES

Ad images must be high resolution—a minimum of 300 dpi/ppi for photos, logos in Photoshop tiff format at 1200 dpi/ppi.

MARKS & BLEEDS

IMPORTANT: Omit all printer's marks—including crop and registration marks, color bars and file names—but include the 1/4" bleed.

COLOR

Convert all photos and spot colors to CMYK prior to writing the pdf. If the pdf-writing process handles this conversion, it can cause colors to print differently than expected.

PROOFS

All color-critical ads, especially those that include artwork, should be submitted with SWOP color proofs. Proofs can be obtained from Fire Dragon Color, 2754 Agua Fria Street, Santa Fe. Ask for special *Trend* pricing. Once you approve the proof, please leave it at Fire Dragon for pickup.

Trend will not guarantee any position unless an additional 10% ad rate is applied.

Without a guaranteed position, your ad may appear on either a left or right page.

1/2-page vertical ads may appear on either a left or right page and either justified left or right on the page.

1/2-page horizontal ads may appear on either a left or right page and either at the top or bottom of the page.

1/4-page vertical ads may appear on either a left or right page and either justified left or right on the page.

1/3-page square ads may appear on either a left or right page and either at the top or bottom of the page.

2/3-page vertical ads or 1/3 vertical ads appear with one column or two columns of editorial. The ads are positioned on the outside of the page and must include bleeds on three sides.

Contact John Vokoun at (505) 699-0850 or
john@firedragoncolor.com.

MAIL

For artwork provided on disk, or for color proofs not obtained from Fire Dragon. *Trend* is not responsible for returning ads on disk or proofs to client.

Trend

P.O. Box 1951
Santa Fe, NM 87504-1951

ERRORS

Trend is not responsible for content or color mistakes on the files provided by clients, or for errors on color proofs.

AD SIZES

This publication is perfect-bound.
Trim size is 8.875" W x 10.875" H

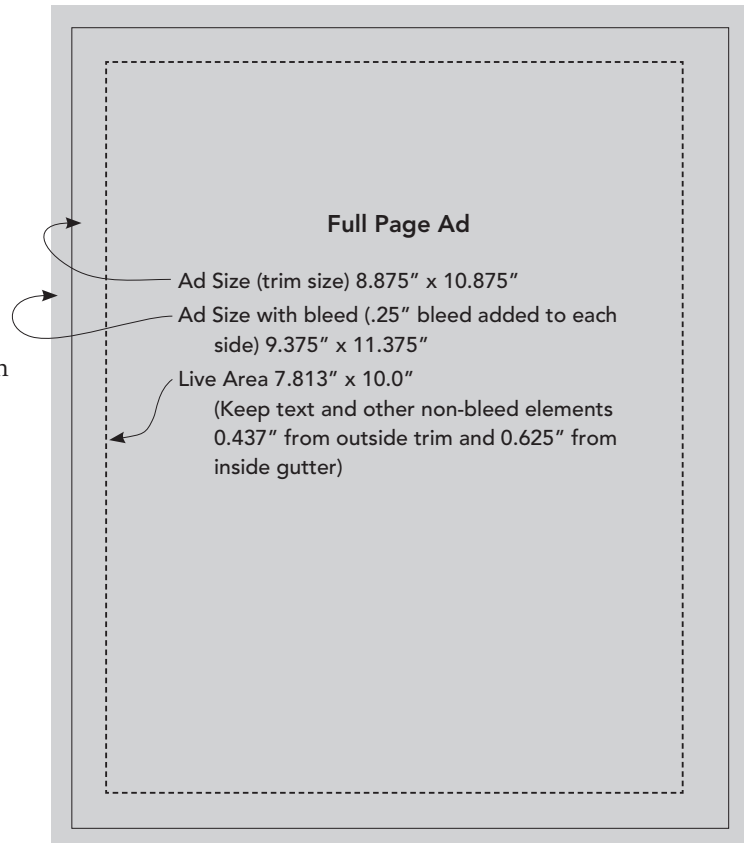
BLEED ADS

Add 0.25" to the following dimensions for bleeds:

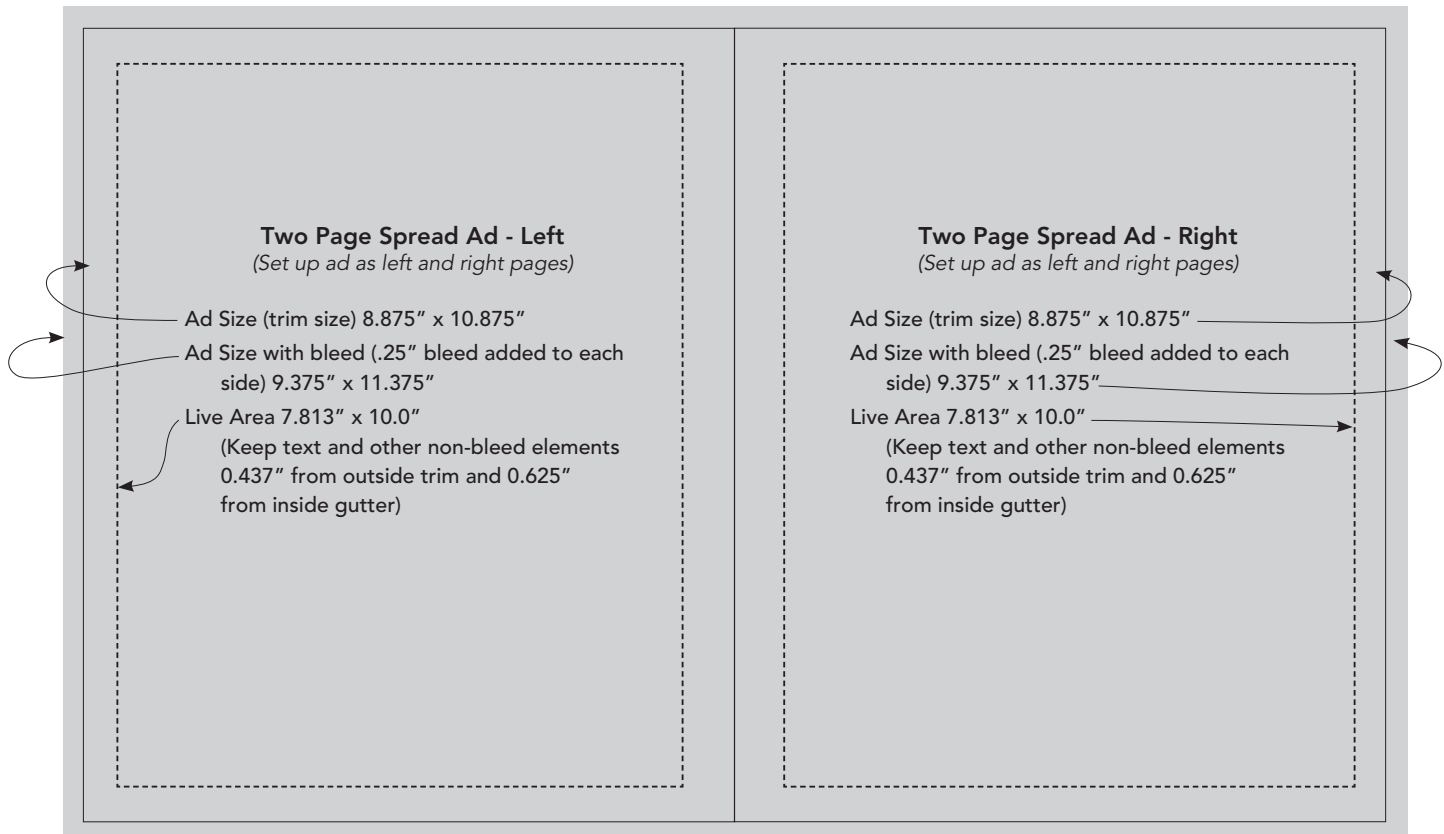
Keep text and non-bleed elements 0.437" clear from outside trim and 0.625" from inside gutter.

	(W x H)
Two-page Spread	17.75" x 10.875"
Full-page Bleed	8.875" x 10.875"
2/3-page Vertical	5.5" x 10.875"
1/3-page Vertical	2.875" x 10.875"

NON-BLEED ADS	(W x H)
1/2-page Horizontal	8" x 4.75"
1/2-page Vertical	3.875" x 9.75"
1/3-page Square	5" x 4.75"
1/4-page Vertical	3.875" x 4.75"



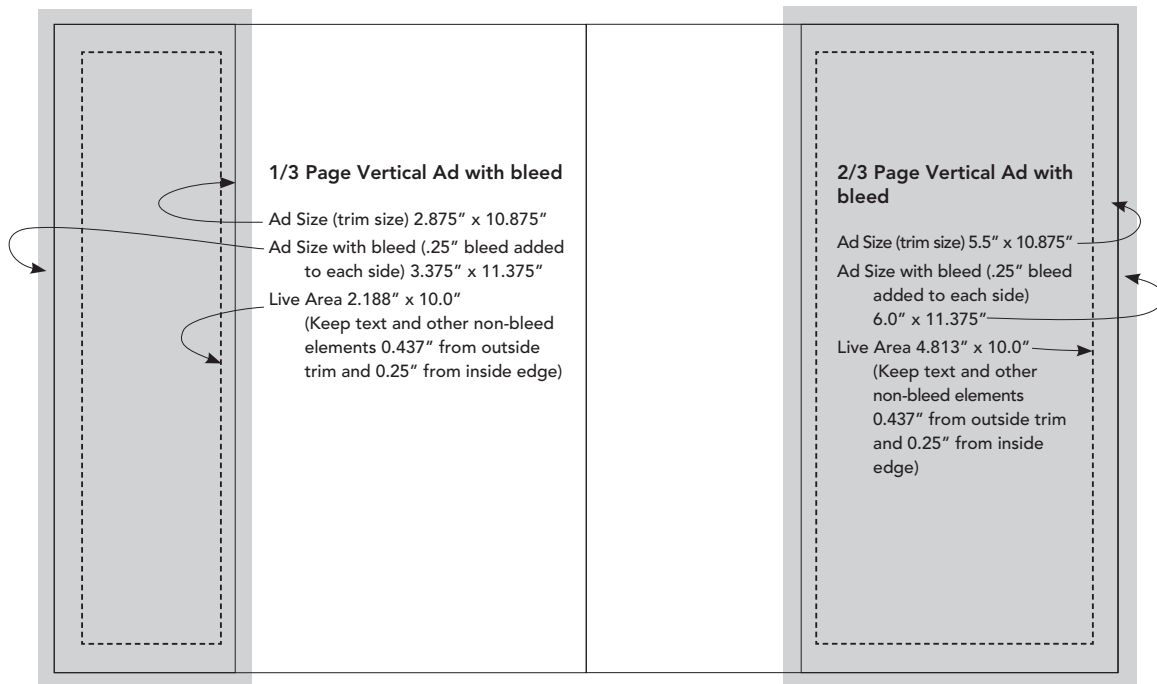
PDFs must be prepared **WITHOUT** crop marks but should include bleeds.



Overall spread size including 1/4" bleed is 18.25" x 11.375" H. Overall size trimmed is 17.75" W x 10.875" H.

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Non-bleed ads are not affected by the gutter.

