

# MADE LOCAL MAGAZINE

## Advertising Specifications

**FULL PAGE**  
7.5" x 10" LIVE  
8.5" X 11" TRIM  
8.75"X 11.25" BLEED

**HALF-PAGE**  
*VERTICAL*  
3.625" x 10" LIVE  
4.125x11 TRIM  
4.375" x 11.25" BLEED

**HALF-PAGE**  
*HORIZONTAL*  
7.5" x 4.875" LIVE  
8.5" x 5.375" TRIM  
8.75" x 5.625" BLEED

**QUARTER-PAGE**  
3.625" X 4.875

**Printing Method:** Web Offset  
**Ink:** CMYK color  
**Binding:** Saddle-stitch  
**Cover & Text Paper:** 70lb velvet  
**Page Trim Size:** 8.5" x 11"

**Ad Production:** \$150 (using only advertiser's copy, logo(s), image(s), and font(s) as needed)  
**Additional Graphic Services:** \$100-\$450 (TBD after consultation)

### RESTAURANT LISTING "PLATE" SPECS (see examples on next page)

All restaurant info will be formatted (on a plate) by Ranch7 Creative. Each restaurant listing will include the restaurant's name, address, phone number, url, high-resolution logo (preferably with transparent background), and 8-12 descriptive words. Acceptable file formats for logos: PDF, EPS, JPG, TIFF, and PSD at 300 ppi.

### DOCUMENT FILES

Preferred file format is a high-resolution (press quality) PDF with fonts outlined. Set up page layout document size to actual ad size and include crop marks. On full-page ads, set bleeds to at least 1/8".

### OTHER ACCEPTABLE FORMATS

EPS (outlined), or high-resolution (300dpi @ 100%) JPEG or TIFF. All images must be 300 ppi. Ads created in an unacceptable format must be resubmitted. Files that require manipulation, corrections, or repairs are subject to production charges (see fees above).

### INKS/COLOR

All color used in document must be CMYK. If not sending a print-ready PDF, please convert all RGB images and spot colors to CMYK. For best results, do not include large areas of dark color. Also, for best readability, do not include small type (8pt and down) reversed out of a dark background.

### ERRORS & OMISSIONS

All ads submitted should be suitable to print as is. Sonoma County GO LOCAL Cooperative is not responsible or liable for typos, errors, or omissions in advertising materials.

### SENDING FILES

Please send electronic files to Merith Weisman at [m.weisman@golocal.coop](mailto:m.weisman@golocal.coop).

### PRINT/PRODUCTION QUESTIONS?

Kernan Coleman, Ranch7 Creative: [kernan@ranch7.com](mailto:kernan@ranch7.com) or 707-526-1080

### ADVERTISING QUESTIONS?

Merith Weisman, Sonoma County GO LOCAL: [m.weisman@golocal.coop](mailto:m.weisman@golocal.coop) or 707-394-8102