

Los Cabos info guide

ad specs

CONGRATULATIONS On advertising in the Los Cabos Info Guide

TECHNICAL SPECS

General Guidelines

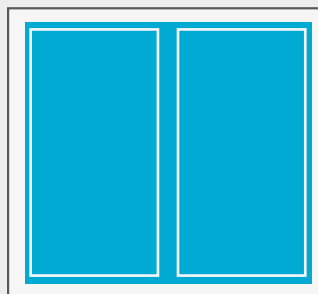
- Export as high resolution Adobe PDF at 300 DPI "Press Quality".
- All images and colors must be saved in CMYK format. Convert all spot colors to four color process (CMYK)
- Keep path complexity to a minimum when possible

Supplied Ads

Client is responsible for the content and quality of their ad. All materials used must be high resolution at 300 DPI at 100%.

WEBSITE REQUIREMENTS

- Business & contact name
- Description of business
- Website address
- Address of business
- Phone numbers
- e-mail address
- 5 - 10 photos
> 600 x 400 pixels, 300 DPI in size

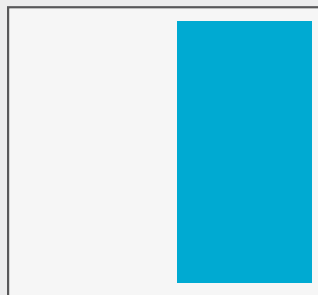


Two Page Spread

Bleed HEIGHT 8.75" WIDTH 9.5"

Trim HEIGHT 8.25" WIDTH 9"

Text HEIGHT 7.5" WIDTH 3.625"
GUTTER 0.5"

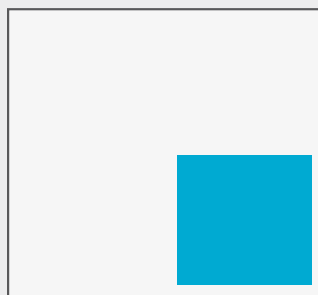


One Page

Bleed HEIGHT 8.75" WIDTH 5"

Trim HEIGHT 8.25" WIDTH 4.5"

Text HEIGHT 7.375" WIDTH 3.625"



Half Page

Trim HEIGHT 3.63" WIDTH 3.875"

Text HEIGHT 3.12" WIDTH 3.375"



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