

Magazine Size

	WIDTH X HEIGHT
Trim Size	9" x 10 3/4"
Safety from Trim	1/4" on all sides
Bleed	1/8" on all sides
Binding Method	Perfect

Ad Sizes*

	WIDTH X HEIGHT
Spread	
Create as a 2 page document, using sizes for Full Page. Avoid crossovers whenever possible.	
Full Page (interior & covers)	
Trim	9 x 10.75
Live area	8.5 x 10.25
Bleed area	9.25 x 11
Fractionals	
2/3 Page Vert	5.125 x 9.625
1/3 Page Vert	2.5 x 9.625
1/2 Page Horizontal	7.875 x 4.75
1/3 Page Square	5.125 x 4.75

* Not all ad sizes available in all sections.

FTP Info

FTP Host: ftp.marinmagazine.com

User ID: marinmagftp

Password: marin

(site requires FTP software)

Digital Media

All supplied creative needs to be provided digitally.

Applications Accepted - NO Quark

InDesign, Photoshop and Illustrator. Include all fonts and images with files. Hi-res PDFs should be at least PDF/X-1A.

File Types

We accept TIF, single-file EPS, PSD, INDD, AI with fonts outlined, and hi-resolution JPG. Avoid sending GIF, DCS, BMP or DOC.

Fonts

Include all screen and printer fonts with files. Illustrator files need all fonts outlined or submitted. We do not provide fonts.

Borders

A one point black border will be added to fractional ads.

Document Setup Guidelines

Full page and spread ads require a minimum of 1/8" bleed. Avoid stylizing fonts in design programs.

Resolution

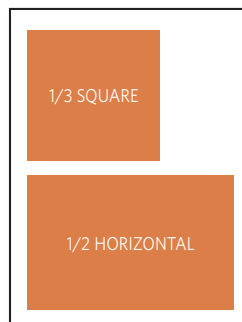
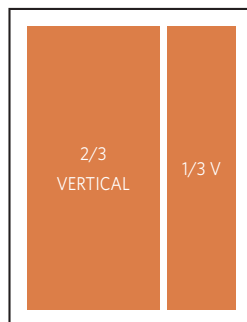
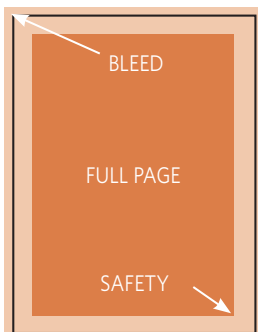
Image files need to be at least 300 dpi at 100% print size.

Color

Files should be submitted as CMYK, not RGB or LAB. Total ink density not to exceed 280%. We will convert if not submitted correctly. Color matching has a 5% margin error without a suitable hard copy (paper) proof submitted.

Proofs

For best results, supply a hard copy of a high quality, color proof for color matching. Proofs sent from Marin Magazine are lo-res PDFs to be used as review for placement and copy changes only.



Send Advertising Materials to:

Marin Magazine, Attn: Production
 One Harbor Drive, Suite 208
 Sausalito, CA 94965
 415.332.4800 ext. 111
 production@marinmagazine.com

Online Ad Unit Sizes

AD UNIT	DIMENSIONS
Leaderboard	728 x 90
Skyscraper	160 x 600
Island Unit	300 x 250
Banner	468 x 60

Notes:

All ads are hosted in-house using DFP (Double Click for Publishers) by Google. We can run anything supported by DFP including images, Flash, third-party creative and Doubleclick tag creative.

Notes on Flash:

DFP supports only Flash 9 or lower (no Flash 10 or AS3). A maximum of 18 frames per second and 3 loops are supported.

Information about what is supported by DFP can be found here:

http://www.google.com/support/dfp_sb/?hl=en

When defining ads and ad units, we recommend that you follow the Google AdSense ad formats and abide by Interactive Advertising Bureau (IAB) standards. Those standards and guidelines can be found here:

http://www.iab.net/iab_products_and_industry_services/508676/508767

Special Notes:

No Flash or animation is available on e-newsletters, please send static images only.

Method of Delivery:

Direct files and questions to: Dan Jewett at djewett@marinmagazine.com. If you are to provide third party tags, then provide them in a text file.

Additional Notes:

We require three business days for campaign implementation. Timeframe allows for testing the tags and creative elements, especially when it's a rich media campaign.

FTP Instructions

1. COMPRESS LARGE FILES/FOLDERS

Compress file(s)/or folders using Stuffit for Macs or WinZip for PCs into .sit or .zip files. This step is not required, but can shorten upload/download time.

2. USE SIMPLE FILE NAMES

Avoid spaces and non-letter characters, such as * & # ! ^ % + > < , in file names. Use hyphens (-) or underscores (_) when necessary.

3. FTP SITE REQUIRES FTP SOFTWARE

Upload files using an FTP program such as Cyberduck, Fetch or Transmit for Mac users or WS_FTP or FTPWizard for PC users.

FTP Host:	ftp.marinmagazine.com
User ID:	marinmagftp
Password:	marin

Most of these programs have trial periods. If no FTP software is available, use an internet-based program such as YouSendIt.com for free, through your browser.

4. SEND PRODUCTION AN EMAIL - ONCE UPLOAD IS COMPLETE

After completing file upload, send an email to:
production@marinmagazine.com to confirm receipt of your file(s).

Thank you.