

# ART of the WEST

## PRODUCTION SPECS



SINCE 1987

Effective November 1, 2019  
Published Six Times Per Year  
Plus Annual *Guidebook of Art*

### ADVERTISING SIZES

Trim Size . . . . . 8 1/4"W x 10 7/8"H  
Spread Ad without bleed . . 16 1/2"W x 10 7/8"H  
Spread Ad with bleed . . . . 16 3/4" W x 11 1/8"H  
FP Ad Bleed Size . . . . . 8 1/2"W x 11 1/8"H  
FP Ad No Bleed . . . . . 7 1/2"W x 10 1/8"H  
2/3 Page . . . . . 4 9/16"W x 10"H  
1/2 Page(Horizontal) . . . . . 7"W x 4 7/8"H  
1/2 Page(Vertical) . . . . . 4 9/16"W x 7 1/2"H  
1/3 Page(Horizontal) . . . . . 4 9/16"W x 4 7/8"H  
1/3 Page(Vertical) . . . . . 2 1/8"W x 10"H  
1/4 Page(Vertical) . . . . . 3 3/8"W x 4 7/8"H  
1/6 Page(Horizontal) . . . . . 4 9/16"W x 2 3/8"H  
1/6 Page(Vertical) . . . . . 2 1/8"W x 4 7/8"H

Bleed Ads (FP & Spreads) – Keep all live matter 3/8" from the trim of magazine. No bleeds on fractional ads

### ADS FOR SPECIAL ADVERTISING SECTIONS

The dimensions are different from what is listed, please call for those specs.

### MATERIAL REQUIREMENTS-PDF DIGITAL

- File format - Hi Res PDF - 300 ppi . A PDF/x-1a is acceptable. For program specific PDF settings contact Elaine Duerr, Production Director at elaine@aotw.com Overall printing maximum density of all colors cannot exceed 300% Send high res PDF to [elaine@aotw.com](mailto:elaine@aotw.com).
- All files provided must be CMYK format and color corrected. **ALL RGB COLOR WILL BE CONVERTED TO CMYK.** We are not responsible for any color shift resulting in the changing of RGB color to CMYK. No Spot colors.
- Please make sure document dimensions are correct. Build fractional ads to ad size, no bleeds accepted. On Full Page ads, build page to trim size and if it bleeds extend dimensions beyond page edge by 1/8" on all sides. Keep live matter 3/8" from trim size. No Crop Marks.
- Uncompressed PDF files may be uploaded to our FTP site. Check your PDF before uploading. Use your company name as the file name. Contact Elaine Duerr at [elaine@aotw.com](mailto:elaine@aotw.com) for instructions and password.
- All colors must be made as CMYK. RGB files and J-Pegs will be converted to our specs.
- A printed color proof is requested. The profile we print/proof to is the US Web SWOP 2006 on a #3 Sheet (publication stock). We accept the following for color proofing on press: Laser Matchprint, Dupont Waterproof, Kodak Approval.
- We do not accept digital files done in Coral Draw, Microsoft Publisher, Apple Pages, or Microsoft Word.
- *ART of the WEST* is not responsible for correcting bad scans, errors in type, ads produced in unacceptable software programs, etc. only for accurate output of the files submitted.
- Any alterations to supplied digital files or any necessary color proofs will be billed to the advertiser.

# ART of the WEST

15612 Hwy. 7, Suite 235 • Minnetonka, MN 55345  
1-800-937-9194 • 952/935-5850 • Fax: 952/935-6546

### ADS PRODUCED BY ART of the WEST

Send advertising copy and a rough layout to [elaine@aotw.com](mailto:elaine@aotw.com). If no layout is received, photo cropping and design will be done at production department discretion.

4/Color Images: jpeg, TIFF, Photoshop images at 72, 180 or 300 ppi are acceptable as long as they are large enough pixels (See chart below). Images pulled from a website are NOT acceptable unless they are the correct pixel size. **ALL RGB COLOR WILL BE CONVERTED TO CMYK.** We are not responsible for any color shift resulting in the changing of RGB to CMYK. Transparency (4x5) with a color bar and gray scale, color slides and color prints are acceptable. Cost of color scanning will be passed onto the advertiser. If a background color is to be used, provide a PMS number or a sample. **Digital images should be emailed to [elaine@aotw.com](mailto:elaine@aotw.com).**

Electronic Proofs (via email) will be provided for ads produced by *ART of the WEST* only when layouts are received by the materials deadline indicated below.

### Image Size Requirement:

1/6 & 1/4 Page Ads - Image Must be 900 to 1200 pixels or larger on the width.

1/3 Page - Image should be 1200 to 1500 or larger pixels on the width

1/2 Page Horizontal - Image Must be 1800 to 2100 pixels or larger on the width.

1/2 Page Vertical - Image Must be 1200 to 1600 pixels or larger on the width.

Full Page - If only one image is to be used it should be a minimum 2550 pixels on the width. If more than one it would be wise to send them at least 1600 pixels on the width.

### PRODUCTION CHARGES

Spread .....\$250 2/3 Page .....\$100 1/3 Page .....\$ 85  
Full Page ....\$150 1/2 Page .....\$ 95 1/6 Page .....\$ 75

*ART of the WEST* reserves the right to pass on additional charges for complicated ads and/or changes made to the proof.

### CLOSING DATES

ISSUE	SPACE CLOSE	MAT'L DEADLINE*	PDF ADS**
Jan/Feb 2020	Nov 8	Nov 15	Nov 22
March/April 2020	Jan 8	Jan 15	Jan 22
May/June 2020	Mar 11	Mar 18	Mar 25
July/August 2020	May 6	May 13	May 20
Sept/Oct 2020	July 8	July 15	July 22
Nov/Dec 2020	Sept 9	Sept 16	Sept 23
Jan/Feb 2021	Nov 4	Nov 11	Nov 18

\*Material Deadline - Ad production done by *ART of the WEST*

\*\*PDF to our specs must be provided

Previous materials will be repeated if new materials are not received by materials deadline.

No cancellations will be accepted after the space closing date.

### PRODUCTION QUESTIONS

JENNY LANG - [JENNY@AOTW.COM](mailto:JENNY@AOTW.COM)

LET US KNOW HOW WE CAN HELP!