



File Submission Specifications

1. Ad Sizes - please see below and accompanying pages for schematics. Respect bleed requirements, live and trim areas.
2. Provide a printout of your ad. This helps us to ensure that your ad will print as you intended it to. A match-print is preferable. The San Diego Creative Directory will make every effort to ensure the fidelity of color reproductions, but as pages are run in groups, can make no guarantees regarding color accuracy.
3. Outline all fonts.
4. Artwork should be built in CMYK. Spot colors are not permitted, except by special request. Significant additional cost is associated with spot colors.
5. To account for any potential RIP interpolation, we strongly recommend a minimum resolution of 350 ppi at 100% scale for best image quality.
6. Plan for 5% dot gain on press.
7. For double truck ads, please clearly identify left and right sides of artwork on your printout and in your file.

We can accept and process most modern file formats. For best results, use a professional graphics or page editing program such as Illustrator, InDesign, Photoshop or Quark. If you have questions about your software or file format, please contact us and we will be happy to assist you.

8. Please note that while we do read and inspect your artwork, we are not responsible for misspellings or typos. If we catch a mistake, we will contact you to correct the artwork and resubmit. We do not, under any circumstances, edit client-supplied artwork.

Full Page, Cover & Divider Specifications



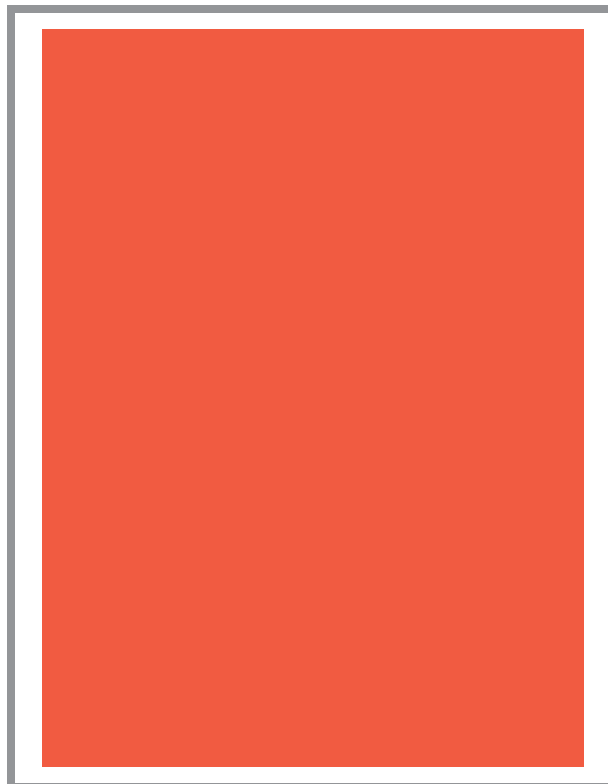
Trim:
8.5" x 11"



Live:
7.75" x 10.5"



Bleed
8.75" x 11.25"





THE SAN DIEGO

Creative Directory

Double Truck Specifications

Note: Because the San Diego Creative Directory is spiral bound, the double truck ad must be created as two separate 8 1/2" x 11" pages.



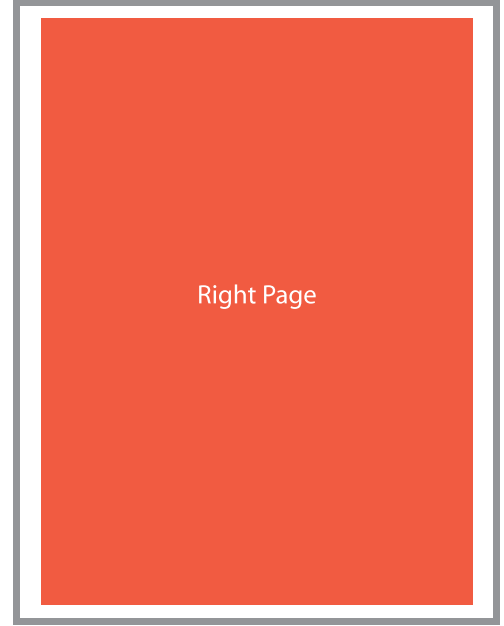
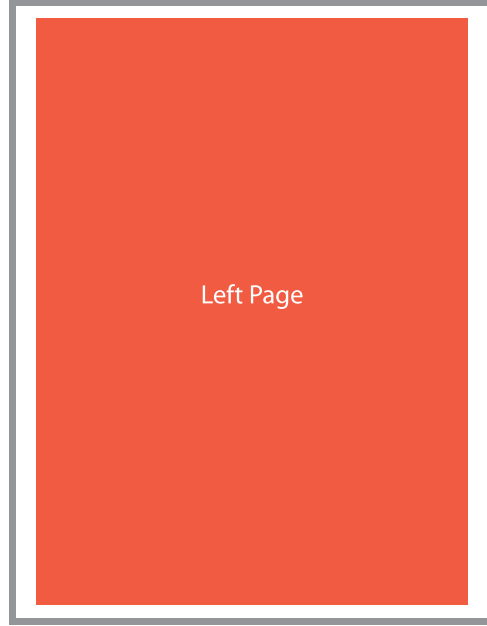
Trim:
8.5" x 11" (Per Page)



Live:
7.75" x 10.5" (Per Page)



Bleed
8.75" x 11.25" (Per Page)



Half Page Color Specifications



Trim:
8.5" x 5.5"



Live:
7.75" x 5"



Bleed
8.75" x 5.75"





Black and White Ad Specifications

Black and white ads must have at least .5pt black stroked borders. Because ads float on the page, live and trim sizes are identical. Bleed is not necessary and should not be included.

Quarter Page
3 1/2" x 5"

Half Page (Vertical)
3 1/2" x 10 1/4"

Half Page (Horizontal)
7 1/2" x 5"