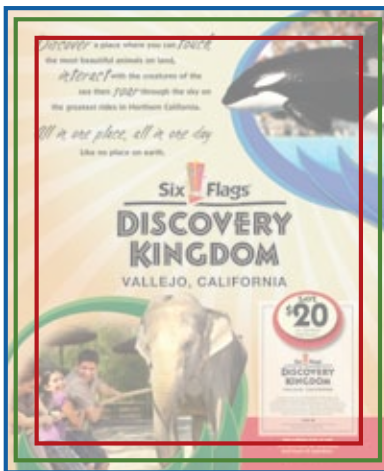


Solano Magazine 2008

Advertising specifications



Retail/Display

| | |
|----------------|---------------|
| Full page | 9 x 10.875 |
| 2/3 page | 5.125 x 9.624 |
| 1/2 page horiz | 7.75 x 4.75 |
| 1/2 page vert | 5.125 x 7.125 |
| 1/3 page horiz | 5.125 x 4.75 |
| 1/3 page vert | 2.5 x 9.624 |

Marketplace

| | |
|----------|-------------|
| 1/4 page | 3.75 x 4.25 |
|----------|-------------|

Restaurant/Winery Word Count

| | |
|----------|----|
| 1/6 page | 25 |
|----------|----|

Professional Profiles Word Count

| | |
|-----------|-----|
| Full page | 600 |
| 1/2 page | 300 |

Green Room Word Count

| | |
|----------|----|
| 1/6 page | 25 |
|----------|----|

Quick notes

| | |
|-------------|--|
| file types: | pdf, eps, tiff |
| resolution: | 300dpi |
| mode: | cmyk |
| e-mail: | ads@solanomag.com |
| mail: | 711 madison st. fairfield, ca 94533 |
| ftp: | call for details |

Ad deadlines

| | | | |
|----------------|----------|----------------|----------|
| Feb/Mar | 12/14/08 | Aug/Sep | 06/09/08 |
| Apr/May | 02/22/08 | Oct/Nov | 08/08/08 |
| Jun/Jul | 04/10/08 | Dec/Jan | 10/08/08 |

Full page ad with bleed and trim instructions

Blue (outer) line: Full page ads must reach the bleed line at 1/8" outside of trim.

Green (middle) line: Actual trim size (9" x 10.875").

Red (inner) line: Be sure to keep live matter 1/4" from the top and bottom trim and 3/8" from the left and right trim.

Two page spread

All full page requirements apply and must be submitted as two separate full page ads. Assume 1/2" gutter per page.

Advertising

Solano Magazine is perfect-bound and printed on gloss text stock on a high-speed web offset press at 150 LPI. *Solano Magazine* is a MAC based, computer-to-plate publication, so digital files are required. All ads must supply a high resolution proof. SWOP standards apply. Expect a 20% gain on press. Max. density 300%. Exact color reproduction is our goal, but is not guaranteed. Color variances on press and from issue to issue stay within established SWOP ranges.

Production charges

Ads requiring separations, color correcting, scanning, typesetting, photo editing, additional design or conversion into a format that we can use will be subject to production charges at \$100 per hour (1-hour min.)

Supplied ads

A digital file must be provided. All ads and color proofs are due by the deadline. We prefer ads to be submitted as high resolution PDF, EPS, or TIFF files prepared for print quality (CMYK; 300dpi or more, fonts outlined or rasterized). Live files (including fonts and all links) may be submitted in Illustrator CS or InDesign CS. Any other live program files may be subject to a production charge.

Ads designed by Solano Magazine

All art (including written text/copy) must be supplied electronically by the deadline. If scanning, conversion or transcribing is required, a production charge will be assessed and automatically billed to the customer. No changes to the ad may be made after the magazine has been shipped to the printer without substantial alteration charges from the printer. An estimate will be provided upon request.

Send - Attn: Production Department

ads@solanomag.com • 711 Madison Street, Fairfield, CA 94533 • ftp: call for details.