

PRINT SPEC SHEET

Please note our **NEW ad specs and guidelines, effective Oct. 2021

AD SIZES & INSTRUCTIONS

FULL-PAGE AD

Full Bleed: 8.25" w x 10.75" h

Live Area: 7.5" w x 10" h

Final Trim Size: 8" w x 10.5" h

2-PAGE SPREAD

IMPORTANT: Build each individual page to the full-page ad specifications above and submit two files labeled L and R. We will place the spread.

1/3-PAGE AD*

Live Area: 2.1" w x 9.5" h

*Available only on select pages.

1/5-PAGE AD*

Live Area: 7" w x 1.8" h

*Available only on select pages.

BACK COVER

Refer to full-page specs above. **IMPORTANT:** Our mailing label is placed on the upper right-hand corner. Please ensure no text, logos or important information is within 4.5" from the spine and 2.5" from the top.

PLEASE NOTE:

Luxury Guide is a Mac-based publication. We accept the following formats: **.pdf, .jpg, .tiff, .eps, .indd, .psd** and **.ai**. Changes cannot be made to pdf or jpeg files.

If supplying a PDF, please create using the printing industry standard **PDF/X1-a 2001** file with minor changes specified by the printer, noted below.**

We accept files sent via email or can provide our Dropbox account for upload, upon request.

All images must be **300 dpi**. Images scanned lower than this may appear pixelated in print.

CMYK only – no RGB or L*a*b.

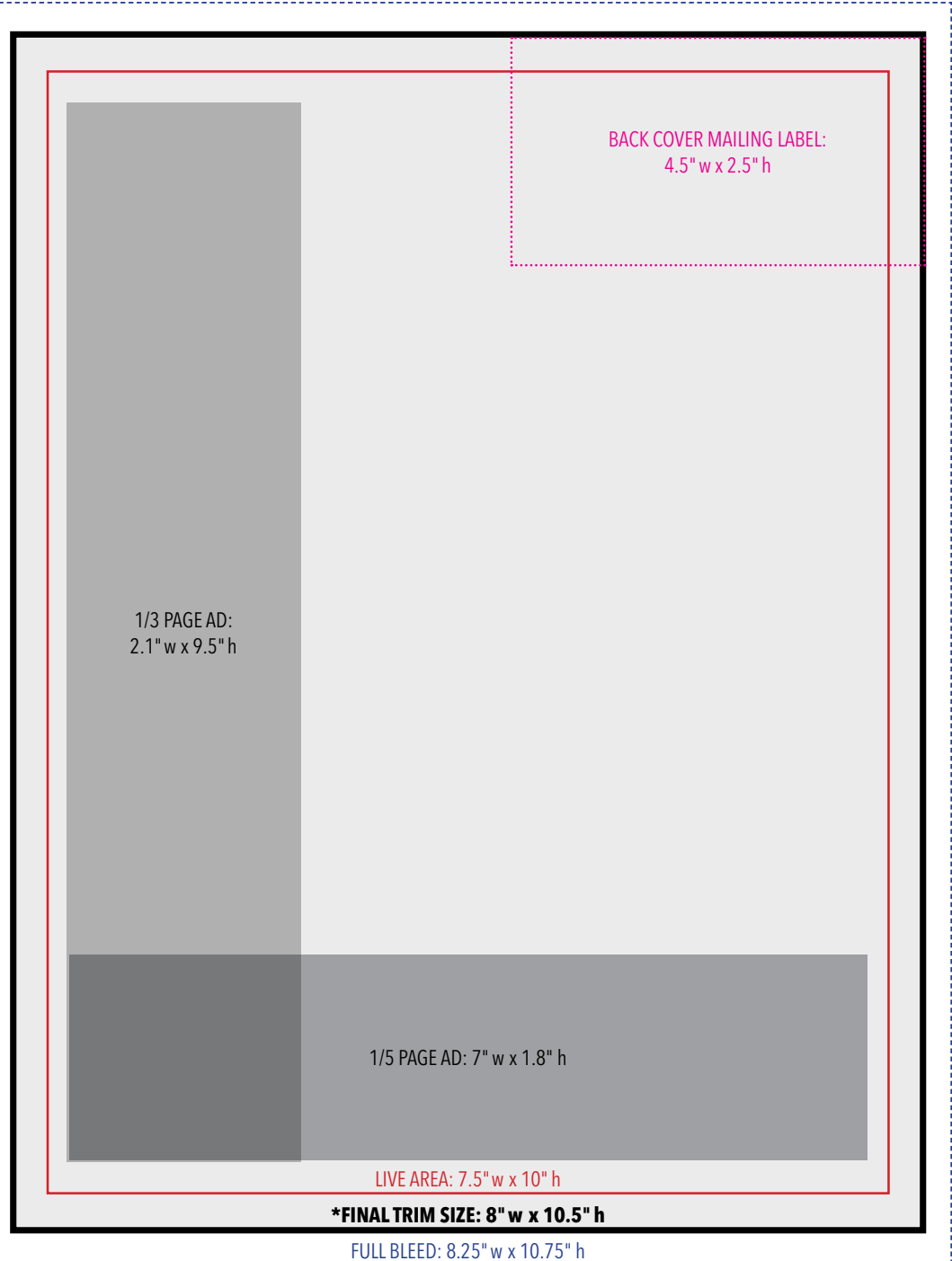
Black text should always be **100% black** (not four-color process/registration).

Include all support files and fonts (printer and screen), when applicable. **Be sure to retain a backup copy of your original files.**

Landscape orientation ads will not be accepted.

**To Install PDF Export Settings in Adobe InDesign:

1. Download [Walsworth_PDFPreset_7_21_20.joboptions](#) File to your desktop.
2. Launch InDesign.
3. Go to File > Adobe PDF Presets > Define > Click Load.
4. Navigate to [Walsworth_PDFPreset_7_21_20.joboptions](#).
5. Click Open > Click Done.



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