

MEDIA & FILE FORMATS

FTP Upload (preferred format)*

* Along with CD or an FTP upload, please provide one Acceptable Proof, the Issue Date, Advertiser, Agency Name, Phone Number, Contact Person, and Ad Name/#.

Media is non-returnable.

Preferred File Format: PDF-X 1/a.

A properly created PDF/x-1a file supplied on a disk or by FTP with a high-quality SWOP-standard proof is the preferred format for camera-ready advertisements.

Alternate File Formats Accepted: **Native Application Files (MAC ONLY)**

Adobe CS5 (Illustrator, InDesign, Photoshop). PC USERS MUST PROVIDE HI RES PDF-X 1/a, or a PDF FOR PRINT.

PDF files must contain only 4-color process images (CMYK).

Houstonia is not responsible for PDF files prepared incorrectly.

Image Requirements: All images provided for ads should be final, color corrected, hi-resolution (300dpi) CMYK files. TIF or EPS file type recommended. Hi-Res images should not be scaled more than 115% to maintain image quality.

ACCEPTABLE PROOFS

A PROOF MUST BE PROVIDED

Press Proofs, Kodak Approvals, or EPSON Proofs are required for color guidance on press.

PLEASE NOTE:

- Supplied color guidance must meet all SWOP specifications with 5%, 25%, 50%, 75%, 95%, and 100% CMYK control patches.
- Proofs must be provided at 100% size with cropmarks.
- Color laser proofs are NOT acceptable for color guidance on press. If an acceptable proof is not supplied, we can provide a proof of your ad for an additional charge.
- If no proof is provided, we cannot be responsible for color shifts on press.

Please consult your account representative for more information.

PRODUCTION REMINDERS

Additional Production Charges for the Advertiser may result if the below guidelines are not followed.

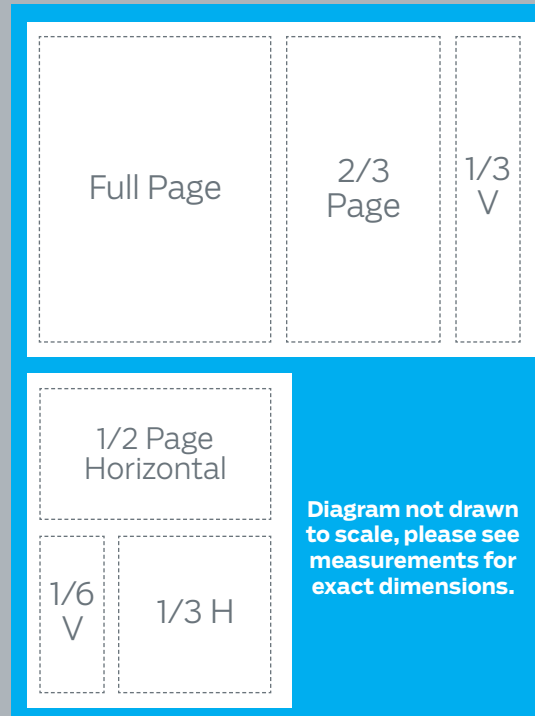
- All spread ads should be prepared as two individual bleed pages. (See full page bleed dimensions)
- Do NOT send JPEG or GIF files. Do NOT send files in RGB.
- All spot colors should be converted to CMYK.
- The magazine prints at 150 line screen, maximum ink density is 280%
- All ads created in any unacceptable format will not be accepted and will need to be resubmitted or recreated.
- All ads submitted should be suitable to print as is. *Houstonia* is not responsible for any errors in content, or color shifts on press if no approved color proof has been supplied.
- If files are prepared improperly and mechanical requirements are not met, *Houstonia* will not guarantee the reproduction of the ad.

AD SUBMISSION

Artwork should be submitted directly to your Houstonia account executive

QUESTIONS?

Call 832.900.8290



AD SIZES

	WIDTH	HEIGHT
Full Page Bleed	8.625"	11.125"
Trim	8.375"	10.875"
Live Area (safety*)	7.625"	10.125"
Full Page Non-Bleed	7.5"	9.875"
2/3 Page (Vertical Only)	4.75"	9.875"
1/2 Page Horizontal	7.3125"	4.875"
1/3 Page Vertical	2.3125"	9.875"
1/3 Page Horizontal (square)	4.8125"	4.8125"
1/6 Page Vertical	2.3125"	4.8125"

All ads must use these dimensions. If they do not, the ad will be resized to fit the designated space at advertisers' expense.

*SAFETY: All live matter should be 3/8" from the trim size on all four sides. *Houstonia* is not responsible for any information or live matter placed outside the safety that is trimmed or cut off.