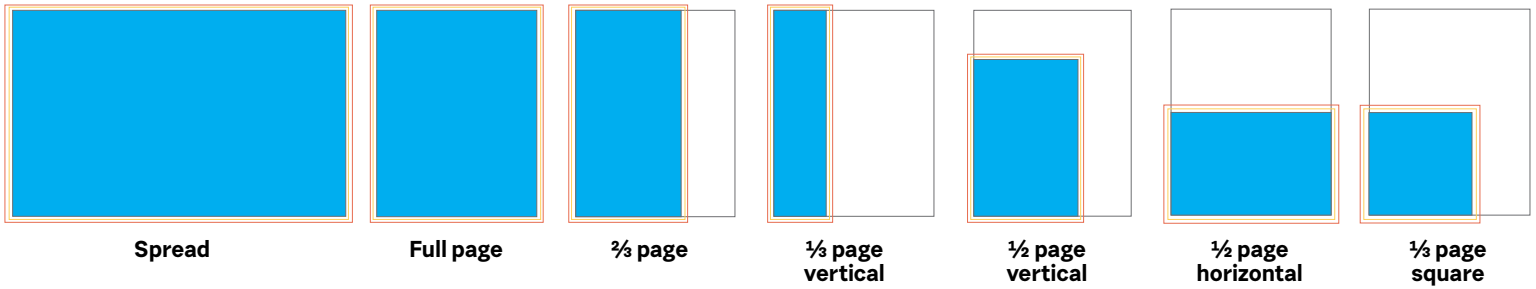


2016 Ad Specs Sheet



Ad Specifications

Bleed Ads

Create page layout document to trim size shown, then pull .125-inch bleed on all four sides to fullfill bleed requirements. Note: Critical design and type elements must stay within the live area listed below.

↓ Ad Size	↓ Live Area	↓ Trim Size	↓ Bleed Size
Full page	7.0" x 10.0"	7.5" x 10.5"	7.75" x 10.75"
3/4 page	4.375" x 10.0"	4.875" x 10.5"	5.125" x 10.75"
1/2 page vertical	4.375" x 7.125"	4.875" x 7.625"	5.125" x 7.875"
1/2 page horizontal	7.0" x 4.625"	7.5" x 5.125"	7.75" x 5.375"
1/4 page vertical	2.0" x 10.0"	2.5" x 10.5"	2.75" x 10.75"
Spread	7" x 10" per side	15" x 10.5"	15.25" x 10.75"

Non-Bleed Ads

(Ads that do not exceed trim.) Create page layout document to non-bleed dimension listed below.

↓ Ad Size	↓ Dimensions
Full page	7.0" x 10.0"
3/4 page	4.625" x 10.0"
1/2 page vertical	4.625" x 7.375"
1/2 page horizontal	7.0" x 4.875"
1/4 page vertical	2.25" x 10.0"
1/4 page square	4.625" x 4.875"
Spread	Two single pages

Production Specifications

↓ Topic	↓ About
Preferred file type	PDF created using the PDF/x-1a:2001 standard setting.
Other file types accepted	Perfect bound, trim size of 7.5 x 10.5 inches
Crop and registration marks	If included, should be offset so that they are outside of the bleed. Use .167 inch or 12 pt. offset. This only applies to PDF files.
Color	Convert all spot colors to 4-color process (CMYK).
Total Area Coverage (TAC) ink density	Our maximum Total Area Coverage (TAC) or ink density is 300.
Safe area	Keep all copy and important art at least 1/4 inch away from the gutter on each side.
Image resolution	Make sure that all images are high resolution (300 ppi) and are in CMYK color mode. Note that enlarging an image with a resolution of 300 ppi over 125 percent in the page layout file will lower the resolution to the point that image quality degradation may be noticeable when printed.

TERMS & CONDITIONS Invoices are due upon receipt. Interest is assessed at 1.5 percent per month on invoices more than 30 days past due. A contract period consists of a 12 consecutive month period. Publisher reserves the right to limit amount of advertising and to reject any advertising which, in their opinion, does not conform to the standards of the publications. All advertisements are published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements, the agency and/or advertiser will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits based on the contents or subject matter of such advertisements, including, without limitations claims or suits for libel, violations of right of privacy, plagiarism and copyright infringement. Cancellations not accepted unless received in writing prior to space reservation closing date. Covers are not cancelable. Options on cover positions must be exercised at least 30 days prior to space closing date. If order is not received by such date, cover options automatically lapse. All orders are accepted subject to provisions of our current rate card. Rates are subject to change upon notice from publisher. Should a change in rates be made, space orders may be cancelled by the advertiser or its agency at the time the change becomes effective without incurring short-rate charges. All other cancelled space orders are subject to short-rate charges based on actual frequency and volume. Conditions other than rates are subject to change by publisher without notice. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser or its agent ordered and which advertising was published. No amendment to the credit terms shall be effective unless the amendment is in writing and signed by the CFO of Pace Communications. If a past due balance is placed with an outside collection service or attorney, advertiser/agency agrees to reimburse all costs of collection. When a contract for advertising or frequency is cancelled, the advertiser will be billed at the open rate or frequency rate applicable to the quantity of space used. Orders which contain rates and/or conditions which vary from the rates and conditions listed herein, shall not be binding on Southwest: The Magazine. Publisher does not assume any liability for error in key number or reader service listings or names/addresses or persons receiving reader service fulfillment labels. Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues of the magazines (or for any failure to provide reference or access to all or any part of the advertising on the Web sites) because of strikes, work stoppages, accidents, fires, acts of God, war or terrorism, or any other circumstances not within the control of the publisher. Publisher shall not be subject to any liability whatsoever for any failure to provide reference or access to all or any part of the advertising on the Web sites due to systems failures or other technological failures of the Web sites or the Web. Bonnie McElveen-Hunter, CEO.