



Ourray Official Visitor's Guide

Advertisement

Dimensions & Specifications

Lynx Media

Artwork Requirements

File Formats Lynx Media's preferred file format is **PDF/X-1a {Vector}**. PDFs must be high-resolution (**300 DPI minimum**) and all fonts must be embedded. No nesting of EPS files please.

Resolution To ensure the sharpest and cleanest images are available for printing your ad, we request that all files and images submitted be at least **300 DPI at actual print size**. Please be aware that images used on the web for viewing purposes are **NOT suitable for quality printing**. Also note that resampling an image by increasing the number of pixels in any editing software will likely produce undesirable effects such as blurriness or loss of details. **Low resolution files and web images will be rejected.**

Color All color files must be **CMYK** (process color) No spot colors. We are not responsible for color shifts due to color conversions.

Support To proceed with any revisions or design changes when requested by clients, we request original files (layered) in InDesign, Photoshop or Illustrator, including all fonts (screen and printer font files) and all placed/linked digital files (tiffs, eps, etc). NO QuarkXpress, Word or Freehand files please.

Proofs

Advertisers and ad agencies must submit high-end digital contact proofs that follow SWOP (Specifications Web Offset Publications) standards with ad material even if they load digital files on our FTP site or email us proofs. (DPI of 200 to 400; LW of 80 and CT of 12.) If not, Lynx Media assumes no responsibility of color issues. Proofs must be 100 percent size and made from final digital file Lynx Media received. All ads are to be signed-off on before press time. Crop marks please.

Ad Specifications

Trim size of Lynx Media full-sized OCRA magazine is 7.875" wide by 10.75" high. Bleeds need to be a minimum of 1/8" or .125" on all four sides. We prefer no text outside .5" of all four margins, which translates into keeping all text and vital visuals (except background bleed) in the live area of 6.875" by 9.75". All material must be .25" from trim, safety is 3/16" or .1875" from center line. Lynx Media sells placement, so it's a good idea to allot for more "white space" (3/16") on gutter side.

Printing Specifications

Printing Process: Offset Web
Binding Process: Saddle Stitched
Trim Size: 7.875" by 10.75"
Technology: Computer-to-Plate
Transfer Files to Printer: File Transfer Protocol (FTP) over the super-fast dual T-1 lines.
Files Submitted: CMYK, High-Resolution, PDFs
Ad Agencies: Provide color proofs of PDFs at 100% size; have all color modes at CYMK (no spot colors); resolution set at 300 DPI; embed all fonts; crop marks must be offset by at least 18 points or .125" of an inch.

Send Proofs, CDs or DVDs:

Lynx Media, LLC
P.O. Box 577
Telluride, CO 81435
970-728-3422 Phone

Digital Transfers

Email: kbush@bushpublications.com
FTP: ftp.tellurideofficialguide.com
User Name: BUSHupload
Password: TSTSTYLE1986

Contact

Email: ads@bushpublications.com
970-708-0869 or 970-728-3422

AD SIZES	DIMENSIONS (WIDTH X HEIGHT, IN INCHES)
TRIM AREA	7.875 X 10.75
FULL-PAGE BLEED	8.125 X 11
FULL-PAGE LIVE	6.875 X 9.75
SPREAD BLEED	16.X 11
HALF-PAGE HORIZONTAL	6.875 X 4.75
HALF-PAGE VERTICAL	4.75 X 9.75
THIRD-PAGE VERTICAL	2.25 X 9.75
THIRD-PAGE SQUARE	4.75 X 4.75
THIRD-PAGE HORIZONTAL	6.875 X 3.125
QUARTER-PAGE VERTICAL	3.3125 X 4.75
QUARTER-PAGE HORIZONTAL	6.875 X 2.315
SIXTH-PAGE HORIZONTAL	4.75 X 2.25
SIXTH-PAGE VERTICAL	2.25 X 4.75
EIGHTH-PAGE	3.3125 X 2.25

