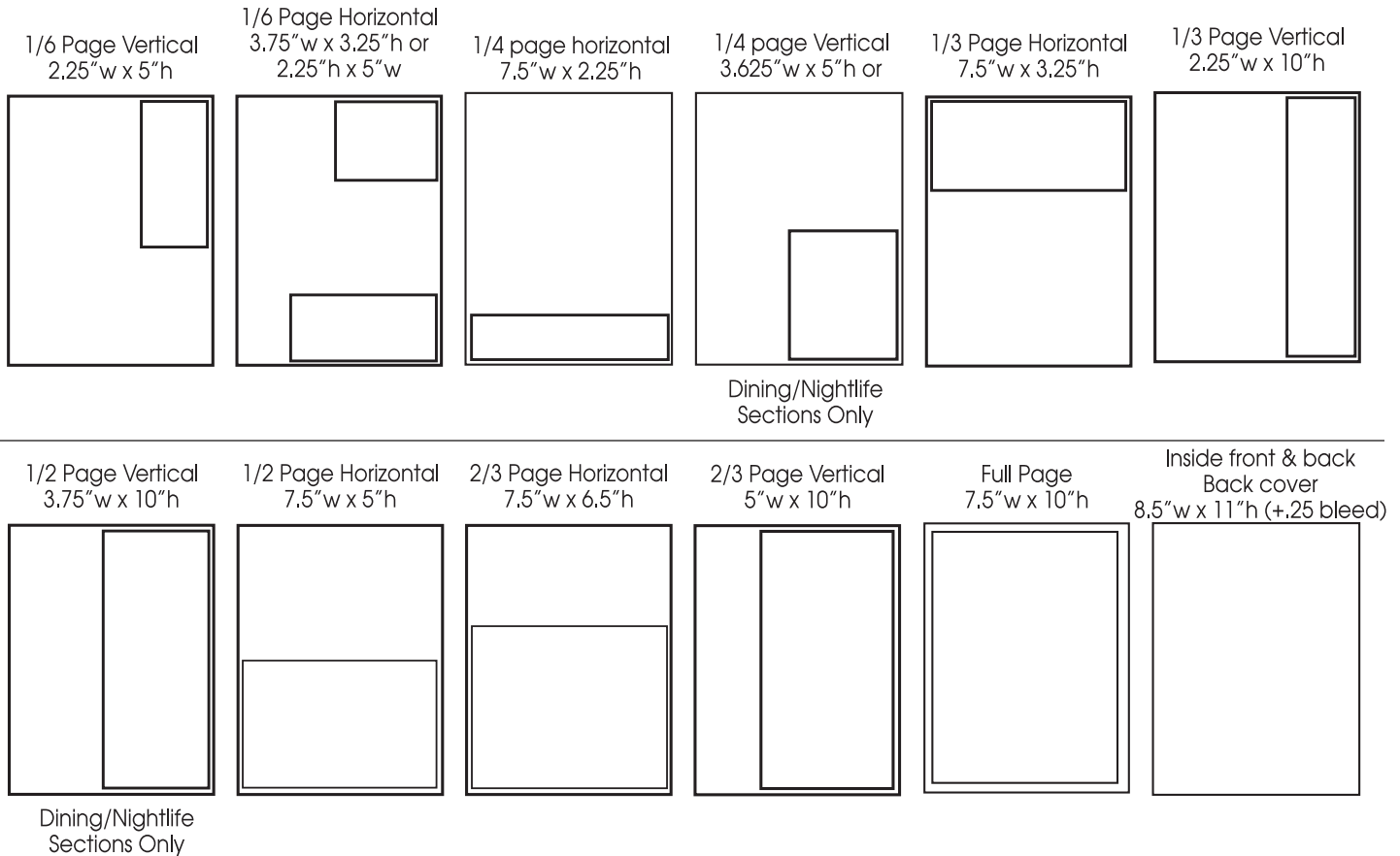


# Presenting...

THE WHAT TO DO...WHERE TO DINE MAGAZINE



The above ads include a 50-word editorial listing as well as a map locator when applicable.  
A 50-word editorial listing is available with no ad purchase.

## Guidelines for Digital-Ready Material

**Acceptable disk types:** CD or 100MB Zip. Files may be sent by FTP. Call Graphic Designs for FTP information, 805.499.5019.

**Acceptable Artwork Formats:** The final document art should be constructed in Quark rKXPress and saved to Quark 6.5.

Final art can also be in Adobe Illustrator (saved to Illustrator 7.0 to 10.0 as an Illustrator EPS file), Adobe Photoshop (saved either as a TIFF or an EPS format) or as a PDF.

All pages and Art work should be constructed the same size as the final trim size. Full bleed ads must be 8.5x11", include .25" bleed and need to have at least 1/4" margin between the 7.5" x 10" live area and the trim size.

**Placed Art:** Placed art should be saved in either TIFF or EPS formats, 300 DPI at final size. **Absolutely NO BMP, PICT, CT, etc. formats are acceptable.**

4-color art should be saved in CMYK format only. **NO RGB, Index, Duotone, etc. is acceptable. (Anything other than CMYK color will not be accepted.)** All supporting art imported into another file such as Illustrator or Freehand should be included.

**Line Screen and DPI (Dots Per Inch):** Since Presenting is printed at 133 line screen, all art should be 266 to 300 DPI at final size.

**Fonts:** All fonts used in the final art work and the document should be Macintosh Postscript fonts. TrueType fonts are NOT acceptable. Please include ALL fonts (both screen and printer) used in the file on the disk. Fonts converted to paths or outlines are also acceptable. Any fonts other than Macintosh Postscript fonts will be substituted with a similar font.

### Disclaimer

Presenting Magazine reserves the right to reject or refuse any copy which it considers offensive or not in the public interest, either because to copy is not in keeping with usual publishing standards, or for any reason the publisher deems necessary. In all cases the advertiser assumes responsibility for the content of the copy and agrees that Presenting Magazine is not subject to all claims arising therefrom. Presenting Magazine will be responsible for any error limited to rerunning the advertisement affected by the error. Notice or error must be given 30 days after the error occurs. In the event of non-publication of advertisement, Presenting Magazine's responsibility is limited to and shall not exceed the amount Presenting Magazine charged for the space. Errors submitted in the original copy are not Presenting Magazine's responsibility. Presenting Magazine Reserves the right to change space price rates at any time. Advertisers will be notified in writing at least 30 days prior to the advertising rate change, and all contracts are accepted subject to these reservations. Contract must be completed within the duration of signed agreement. Representatives of Presenting Magazine are not authorized to make any changes to these published rates and regulations, orally or in writing. All preparatory work and other items supplied to Presenting Magazine shall remain the exclusive property of Publisher unless otherwise agreed upon in advance.