

Mendo Lake Family Life

magazine

Advertising Spec Sheet

Display Ads

Classy	1.6" wide	x	2, 3, or 4" high
1/6 h	4.70" wide	x	2.15" high
1/6 v	2.15" wide	x	4.56" high
2/9	4.70" wide	x	2.95" high
1/4	3.46" wide	x	4.56" high
1/3	4.79" wide	x	4.56" high
1/2 h	7.18" wide	x	4.56" high
1/2 v	4.70" wide	x	6.96" high
Full-page.....	7.18" wide	x	9.37" high
Full-page bleed*	8.75" wide	x	11" high (includes .25" bleed)

* Please speak with your rep regarding full page bleed ads.

Website Ads

Banner	540px x 120px =
	7.5" wide x 1.667" high @ 72dpi
Button.....	150px x 150 px =
	2.083" wide x 2.083" high @ 72dpi

SAVING DIGITAL IMAGES / FILES

- We **accept** PDF files (save using PDF/X-a1:2001).
- Use sizes provided.
- Save color images as CMYK (RGB images will not print properly); save grayscale as grayscale.

You are welcome to call the production office at 707-586-9562 ext. 106 with any questions or concerns.