

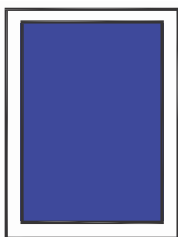
# Ad Specifications

# 2012

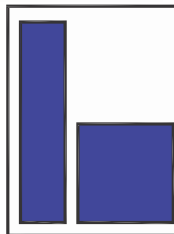


Rate Card #52  
Effective January 2012

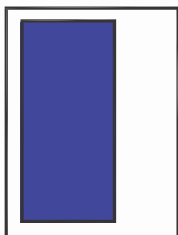
Trim size: 8" x 10.5" Bleed size: 8.25 x 10.75"



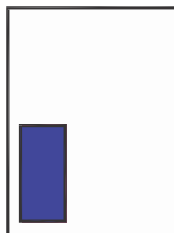
Full Page  
7" x 9.5" (live copy area)  
8.25" x 10.75" (Bleed)



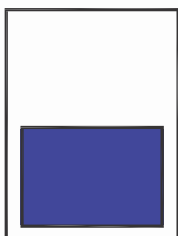
1/3 Page  
Vertical:  
2.25" wide x 9.5" high  
  
Square:  
4.625" wide x 4.625" high



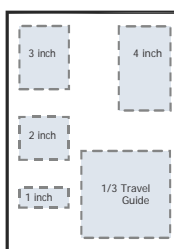
2/3 Page  
Vertical:  
4.625" wide x 9.5" high



1/6 Page  
Vertical:  
2.25" wide x 4.625" high

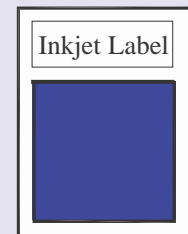


1/2 Page  
Horizontal:  
7" wide x 4.625" high



Travel Guide  
1/3 Travel Guide: 4.5" wide x 4" high  
4 inch: 2.125" wide x 4" high  
3 inch: 2.125" wide x 3" high  
2 inch: 2.125" wide x 2" high  
1 inch: 2.125" wide x 1" high

## Back Cover-New Size



Back Cover Size:  
8" wide x 8.5" high

Live Copy Area:  
(align at the top)  
7" wide x 8" high

Bleed:  
(bleeds three sides only)  
8.25" wide x 8.75"

### DIGITAL REQUIREMENTS

Ad Materials will be accepted in the following digital formats: CD, Macintosh Platform required, preferred programs, specifically, InDesign, QuarkX-Press, Illustrator and Photoshop. Include all fonts and high resolution images with a list of fonts and graphics. Resolution should be 300 dpi at 100% finished size. All 4-color images should be supplied CYMK. High resolution PDF files are acceptable. If ad size is 6 mb or smaller, e-mail file to [www.mira.roytman@viamagazine.com](mailto:www.mira.roytman@viamagazine.com). For the bigger files please use [www.mirasroytman@gmail.com](mailto:www.mirasroytman@gmail.com)

### PROOF REQUIREMENTS

Laser prints are acceptable.

### AD CORRECTIONS

Ad corrections requested prior to Materials Due date can be made at prevailing rates.

### CONTACT INFORMATION

All ads sent must include a contact person, phone number, fax number and e-mail address.

### EXTENSIONS

No extensions will be granted without approval of the Advertising Art and Production Director. For extensions, contact: Mira Roytman (510) 596-5316  
[www.mira.roytman@viamagazine.com](mailto:www.mira.roytman@viamagazine.com)

### SHIPPING INSTRUCTIONS

VIA Advertising, Natasha Alcalá,  
1900 Powell Street, Suite 1200, Emeryville, CA 94608

