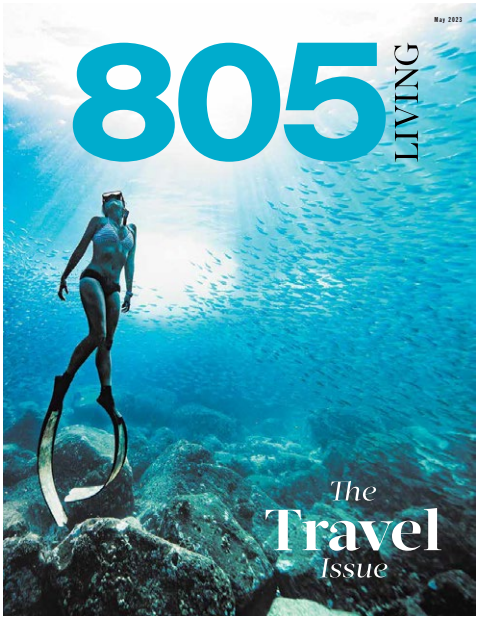
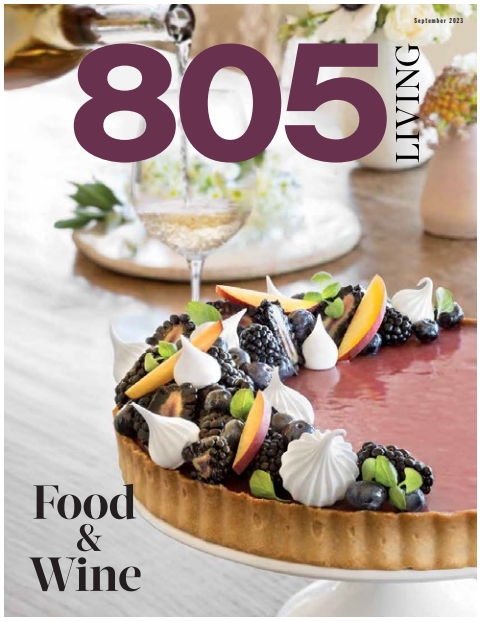
20 YEARS IN 2024

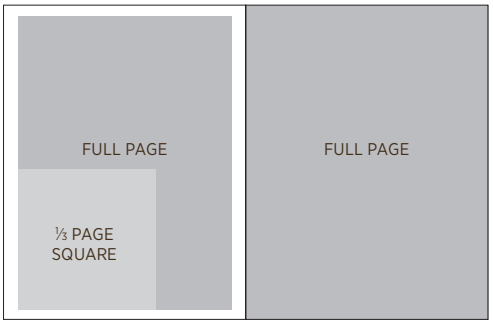


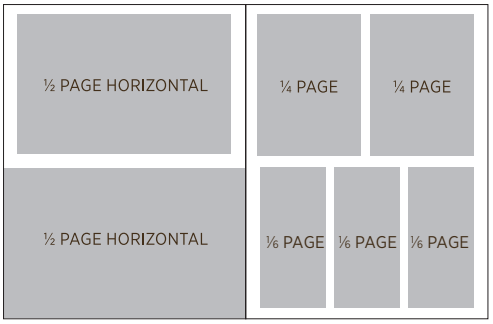


805 Living Ad Specs & Guidelines

PRODUCTION NOTES/DIGITAL REQUIREMENTS:

Ad Size	Final Trim Size	Non-Bleed Size	Bleed Size
Two-page spread	16.75 x 10.875"	15.75 x 10.375"	17.25 x 11.375"
Full page	8.375 x 10.875"	7.875 x 10.375"	8.875 x 11.375"
One-half page horizontal	8.375 x 5.312"	7.875 x 4.812"	8.875 x 5.812"
One-third page square	4.84 x 4.84"		
One-quarter page	3.59 x 4.84"		
One-sixth page	2.32 x 4.84"		





BLEED: Extend bleed ¼" on all sides, include crop marks **outside** of image area.

LIVE AREA: Keep all live matter at least ¼" from final trim size on all sides. (Refer to Non-Bleed Size.)

GUTTER SAFETY: Keep all critical matter at least ½" from the gutter.

PRINTING PROCESS: Four-color process (cmyk). Direct to plate. Web offset. Perfect bound.

SCREENS: 150-line preferred. Total printing tone value should not exceed 270 percent.

GENERAL GUIDELINES:

- Build document to ad size.
- **Be sure to extend bleed by ¼" on all sides,** and allow at least ¼" on all sides for live area, as trimming of ad content may occur otherwise.
- Include crop marks with bleed ads only. **Do not include any printer's marks in image or bleed area.** All marks should fall outside of the image.
- Images and graphics should be **300 dpi,** or no less than 266 dpi.
- Convert **all colors to cmyk.** All colors must be converted to cmyk prior to creating pdf files.
- No rgb images. **No spot or pantone colors.** All colors should be four-color process (cmyk). Never use the color "Registration" built in color palettes.
- No jpeg, pict, gif, Microsoft Publisher or Microsoft Word can be accepted.
- Do not nest eps files or embed ICC profiles within images.
- Run preflighting software whenever possible and provide report.
- If files require intervention, the advertiser will be billed at $125 per hour.

COLOR SETTINGS:

- Rich Black for large black areas (do not use for text or fine lines/details): 60 Cyan, 40 Magenta, 30 Yellow, 100 Black
- Set Black color swatch to overprint.
- Provide a SWOP-certified color guide for color-sensitive digital files. All files supplied without acceptable color guide will waive all implied guarantee of color reproduction and will be subject to additional production charges for required production or proofs.

FONTS:

- Convert all fonts to outline; or
- Include a copy of ALL fonts used in your files. If EPS images are linked, be sure to include all linked fonts as well. Be sure to include both printer fonts and screen fonts for your files.
- Some fonts may be restricted from being embedded in a pdf file. Please choose another font, or supply all working files and fonts used.
- PC fonts cannot be accepted.

DIGITAL FILES:

PDF Ensure all links are valid and images are CMYK and high-resolution files. Write a postscript file using a high-quality or postscript driver, and distill separately using press-quality job options with compatibility of **Acrobat 5 (PDF 1.4).** Do not downsample images. Set to **Automatic (jpeg) compression,** and image quality to **Maximum** or CCITT Group 4 for monochrome images. Do not include any printer's marks, but set **bleeds to 0.25".** No color conversion needed, and do not include profiles. All color destination should be set to **US Web Coated (SWOP) v2.** Transparency flattener should not be selected, as the file can be processed without the need to be flatten. Do not compress text or set to outlines to allow the type to be live for hyperlinks, and therefore allow your website address to be searched in our digital edition.

TIFF **300 dpi** minimum, **CMYK** color mode. Turn color management off and uncheck ICC profiles. Do not use jpeg compression.

DISCLAIMER:

- *805 Living* is not responsible for ads sent without proofs or ads not meeting the specification guidelines and requirements.
- *805 Living* uses a premium grade gloss coated paper stock. Please note that some show-through may be visible on very light ad creative or white areas. *805 Living* is not responsible for any show-through.
- Perfect alignment of type or design across gutter of two facing pages cannot be guaranteed.
- Advertisers are responsible for the content of their ads or materials.
- Materials delivered beyond deadline may be subject to additional charges.

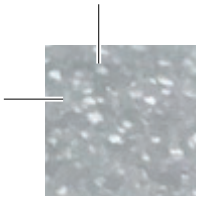
SHIPPING INSTRUCTIONS:

EMAIL sophie@805living.com

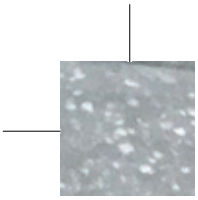
MAIL *805 Living*
3717 E. Thousand Oaks Blvd.
Westlake Village, CA 91362

Questions? Email Sophie Patenaude at sophie@805living.com.

805 Living
Guidelines for Crop Marks

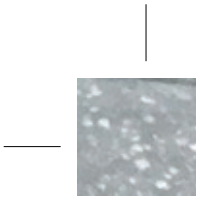


DO NOT place crop marks **over** image
DO NOT set crop marks for less than ¼”

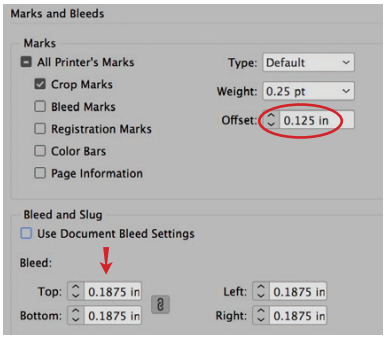


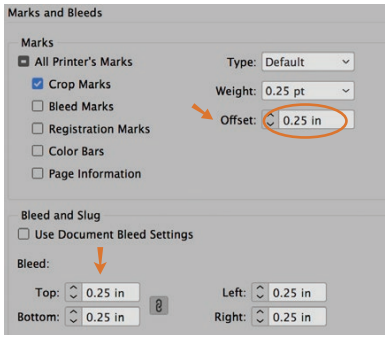
DO place crop marks **under** image
DO set crop marks at ¼” on all sides

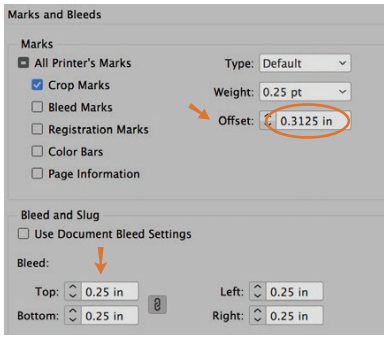
OR



DO place crop marks **away from** image
DO set crop marks at ¼” on all sides







805 Living
Common Errors in Ads

color bars and registrations marks not required

crop marks placed over ad

no bleed provided

not enough bleed provided

copy placed outside of live area

images are low in resolution

live area/safe zone rule (also non-bleed ad size)

copy placed outside of live area

logos placed outside of live area

805 Living
Visual Aid & Checklist

Ad Specification Checklist

- ✓ Crop marks are included and placed away or under ad.
- ✓ Full bleed (¼") is extended beyond trim, on all four sides.
- ✓ Images, logos, and other placed links are cmyk and 300 dpi in resolution.
- ✓ All copy, logos, and other critical elements of the ad are placed within the live area.
- ✓ File provided is a press-ready pdf file and has been preflighted for errors.