

HOUSTON INTOWN MAGAZINE

Mechanicals

3 column format

½ Inch margin

Text Gutter size= .167

Column size= 2.396" x 10.125"

150 lpi

Four Color Process only.

Trim size: 8³/₈" x 10⁷/₈" (8.375 x 10.875)

Bleed size: 8⁵/₈" x 11¹/₈" (8.625 x 11.125)

Non-bleeding FP Ad size: 7" x 10" (float)

2-Page Double Truck: 17" x 11.125"
(includes allaround 1/8" bleed)

1/2 Horizontal Ad: 7.5" x 5"

1/3 Square Ad: 4.95" x 5"

1/3 Horizontal Ad: 7.5" x 3.259"

1/3 Vertical Ad: 2.4" x 10.125"

1/4 Island Ad: 3.675" x 5"

1/4 Horizontal Ad: 7.5" x 2.4"

1/6 Vertical Ad: 2.4" x 5"

1/6 Horizontal Ad: 5" x 2.4"

Submission Guidelines

Ads:

Mechanicals and templates for popular page layout programs are available at intownmag.com. If there are further questions, please contact Jay Ford at 713-471-0076.

PDF X-1a is the preferred file format.

Please build on a page the actual size of the ad. No crop marks or slugs.

Please check very carefully that no spot colors are present in your files!

Proofing:

Layout artists will receive a proof of the ad after it has gone through our production process. Please check this very carefully - INTOWN will not be responsible if the ad reproduces exactly as the proof appears even if there is some sort of problem with the art. This includes but is not limited to typos, incorrect expiration dates, prices or disclaimers.

INTOWN does not guarantee matching color in any case.

Images:

Editorial - Minimum of 300 ppi at 5" x 7", in CMYK color. If larger images are needed, 300 ppi at final size - recommend never resizing images from their original size.

Both ads and images: JPEG compression is fine as long as it's very mild. As a guideline, 3 megabytes is about as small as any single ad or image should be.

Transmitting:

transfer@nightskycreative has a capacity of 330 megabytes. If more is needed, ftp is available.

Format (additional considerations):

Ads: PDF, with vectors preserved. Please DO NOT rasterize any vector objects in your files.

DO NOT:

Use Stuffit on your files.

Attempt to make a picture larger through software.

Over JPEG compress your images.

Submit black and white files.

Use any color model other than CMYK.

Use Microsoft products to build an ad.

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UPDATES AT:
INTOWNMAG.COM