

# 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 1/4" on all four sides, include crop marks and place them **outside** of image area (crop marks should not overlap any portion of the creative).

**LIVE AREA:** Keep all critical matter (text, logo, etc.) at least 1/4" from final trim size on all four sides. (Refer to Non-Bleed Size for dimensions of live area.)

**GUTTER SAFETY:** Keep all critical matter (text, logo, etc.) 1/2" from the gutter (center of ad) when designing a two-page spread. For ad positioned on inside front cover—page 1, keep all critical matter 1/4" from the gutter. Note that we cannot guarantee 100% accuracy in alignment of pages.

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

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

## GENERAL GUIDELINES

- For all bleed-size ads, **be sure to extend bleed by 1/4" on all four sides**, and allow a minimum of 1/4" on all four sides for live area, as trimming of ad content may occur otherwise.
- Include crop marks with bleed ads only. **Do not place printer's marks on image or bleed area.** All marks should fall under or away from the creative (do not place marks on top of the creative).
- Images and graphics should be **300 dpi**, or no less than 266 dpi. Pixelation or bad print quality may result in lower-resolution files.
- Convert **all colors to cmky** (no rgb, spot or pantone colors). All colors must be converted to four-color process (cmky) prior to creating pdf files.
- No jpeg, png, gif, Microsoft Publisher or Microsoft Word files can be accepted.
- 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

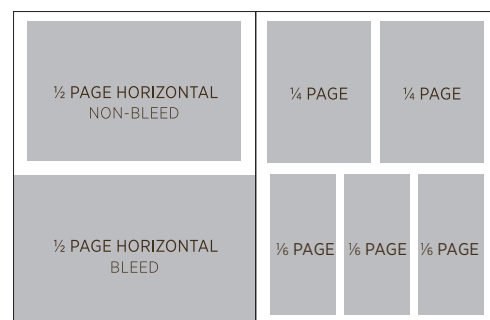
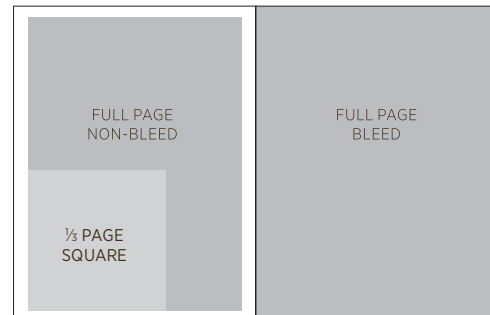
color-sensitive digital files. All files supplied without acceptable color guide will waive all implied guarantee of color reproduction and will be subject to additional production charges for required production or proofs.

## FONTS

- 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, convert to outline, or supply all working files and fonts used.

## DIGITAL FILES ACCEPTED

**PDF** Ensure all links are included, 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. **Set crop marks and 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 flattened. 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, 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 for ads not meeting the specification guidelines and requirements.
- 805 Living uses a 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.

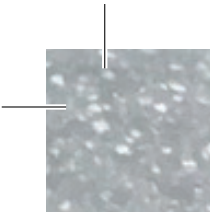
## DELIVERY INSTRUCTIONS

EMAIL [sophie@805living.com](mailto:sophie@805living.com)

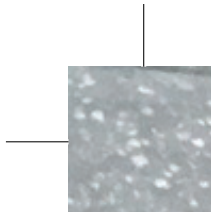
MAIL 805 Living  
3717 E. Thousand Oaks Blvd.  
Westlake Village, CA 91362

**Questions?** Email Sophie Patenaude at [sophie@805living.com](mailto:sophie@805living.com).

# 805 Living Guidelines for Crop Marks

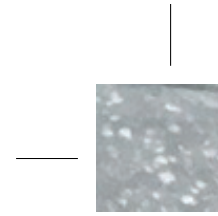


**DO NOT** place crop marks **over** image  
**DO NOT** set crop marks for less than 1/4"

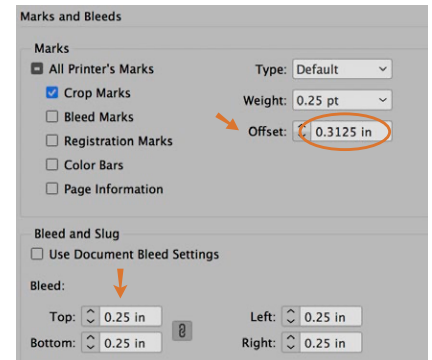
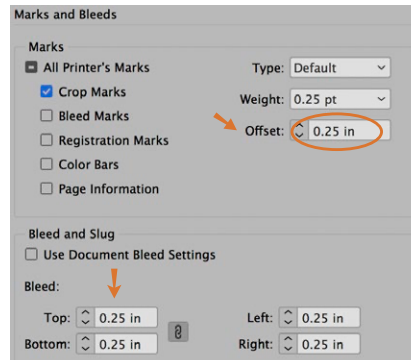
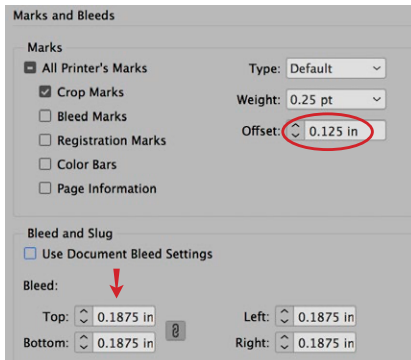


**DO** place crop marks **under** image  
**DO** set crop marks at 1/4" on all sides

OR



**DO** place crop marks **away from** image  
**DO** set crop marks at 1/4" 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

805 LIVING®

Living the  
Good Life  
in the 805

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

Experibus dolorepe quibus. Ehenimod mint inci nonem dolorum eius, si venet lab incto voluptate illecaest, es exces everia si id es doluptaque nos volest, omnis ent hillaut eriam qui consequaecto verum sit endio everorem corerum as esequiae re qui con ressi to invelent qui net omni se eum et erspersera santem.

PHOTO: GETTY IMAGES/ALON TUDOR

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 (1/4") 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.