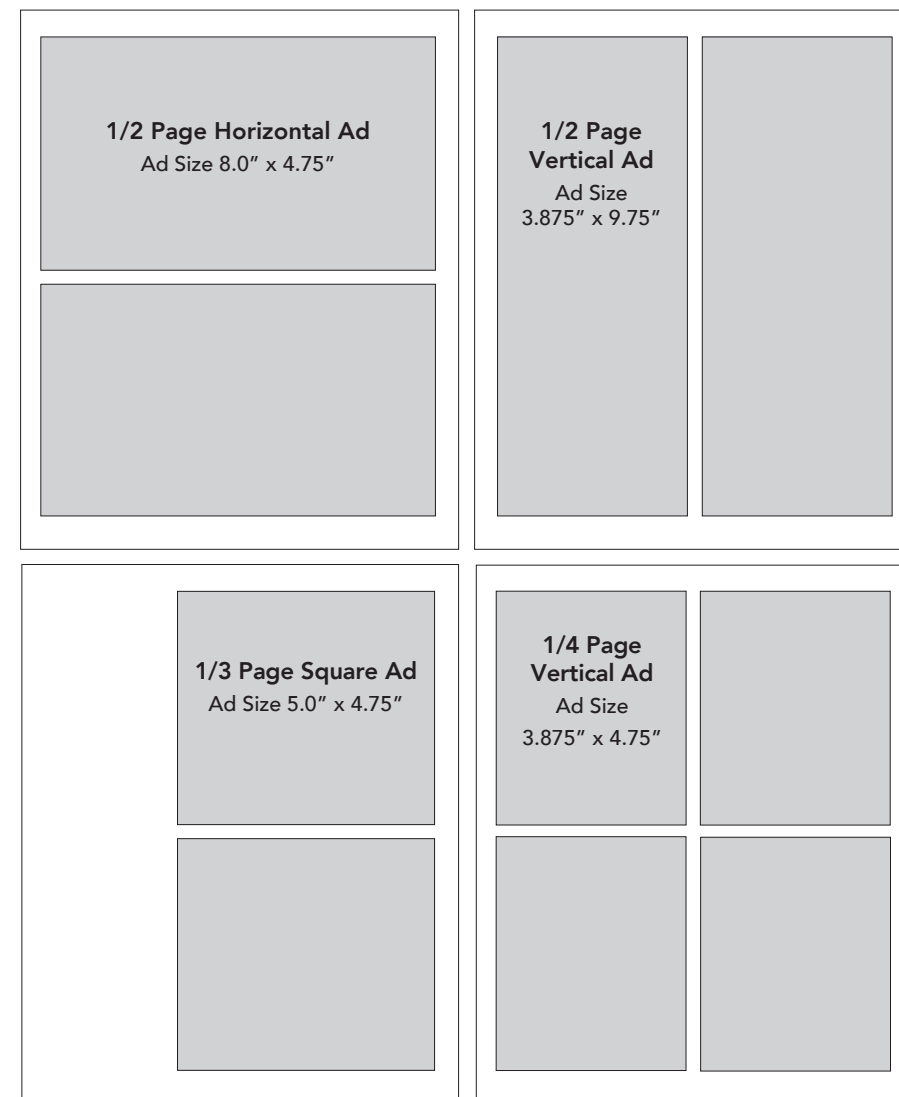


Non-bleed ads are not affected by the gutter.



**To make inquiries or reserve your space, please contact your sales representative:**

Cynthia Canyon	505-470-6442	santafetrend@gmail.com
Judith Leyba	505-820-6798	miloleyba@gmail.com
Christopher Dempsey	505-795-2667	cdempseytrend@gmail.com
Charissa Gregoricus	505-603-4240	charissatrend@gmail.com
Anya Sebastian	505-920-9700	scribe505@fastmail.net

**PRESS-READY FINAL AD DEADLINES**

Santa Fe Trend Winter Lookbook 2016/2017  
 Trend Spring 2017  
 Trend Summer 2017  
 Trend Fall 2017

November 8, 2016  
 March 10, 2017  
 June 1, 2017  
 August 8, 2017

TREND Magazine  
 P.O. Box 1951  
 Santa Fe, NM 87504  
 www.trendmagazineglobal.com

For specification or production questions contact:  
 Jeanne Lambert (505) 702-8594  
 trendjeanne@gmail.com

**AD SPECIFICATIONS**

**DIGITAL ADS**

Please send an email request for a link to upload your ad on our FTP site to trendjeanne@gmail.com. We will confirm that your ad was received and contact you if there are any problems.

*Trend* is committed to the highest quality editorial and advertising. Ads submitted with low-resolution images or other technical problems will be returned for improvements, or *Trend* can modify the files in-house, with costs billed to the client at \$65 per hour.

For production assistance contact:  
Jeanne Lambert at 505-702-8594 or trendjeanne@gmail.com.

**TECHNICAL SPECIFICATIONS**

**DIGITAL IMAGES**

Ad images must be high resolution—a minimum of 300 dpi/ppi for photos, logos in Photoshop tiff format at 1200 dpi/ppi.

**MARKS & BLEEDS**

**IMPORTANT: Omit all printer's marks—including crop and registration marks, color bars and file names—but include the 1/4" bleed.**

**COLOR**

Convert all photos and spot colors to CMYK prior to writing the pdf. If the pdf-writing process handles this conversion, it can cause colors to print differently than expected.

**PROOFS**

Any color-critical ads, especially those that include artwork, should be submitted with SWOP color proofs. Proofs can be obtained from Fire Dragon Color, 2754 Agua Fria Street, Santa Fe. Ask for special *Trend* pricing. Once you approve the proof, please leave it at Fire Dragon for pickup.

Contact John Vokoun at (505) 699-0850 or john@firedragoncolor.com.

*Trend* will not guarantee any position unless an additional 10% ad rate is applied.

Without a guaranteed position, your ad may appear on either a left or right page.

1/2-page vertical ads may appear on either a left or right page and either justified left or right on the page.

1/2-page horizontal ads may appear on either a left or right page and either at the top or bottom of the page.

1/4-page vertical ads may appear on either a left or right page and either justified left or right on the page.

1/3-page square ads may appear on either a left or right page and either at the top or bottom of the page.

2/3-page vertical ads or 1/3 vertical ads appear with one column or two columns of editorial. The ads are positioned on the outside of the page and must include bleeds on three sides.

**MAIL**

For artwork provided on disk, or for color proofs not obtained from Fire Dragon. *Trend* is not responsible for returning ads on disk or proofs to client.

*Trend*  
P.O. Box 1951  
Santa Fe, NM 87504-1951

**ERRORS**

*Trend* is not responsible for content or color mistakes on the files provided by clients, or for errors on color proofs.

**AD SIZES**

This publication is perfect-bound.  
Trim size is 8.875" W x 10.875" H

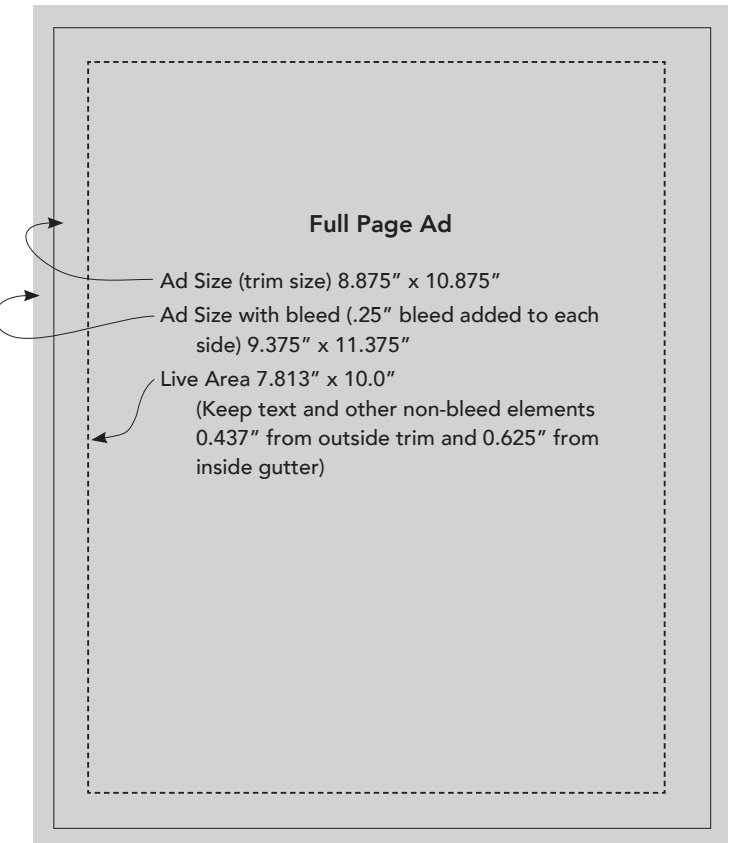
**BLEED ADS**

Add 0.25" to the following dimensions for bleeds:

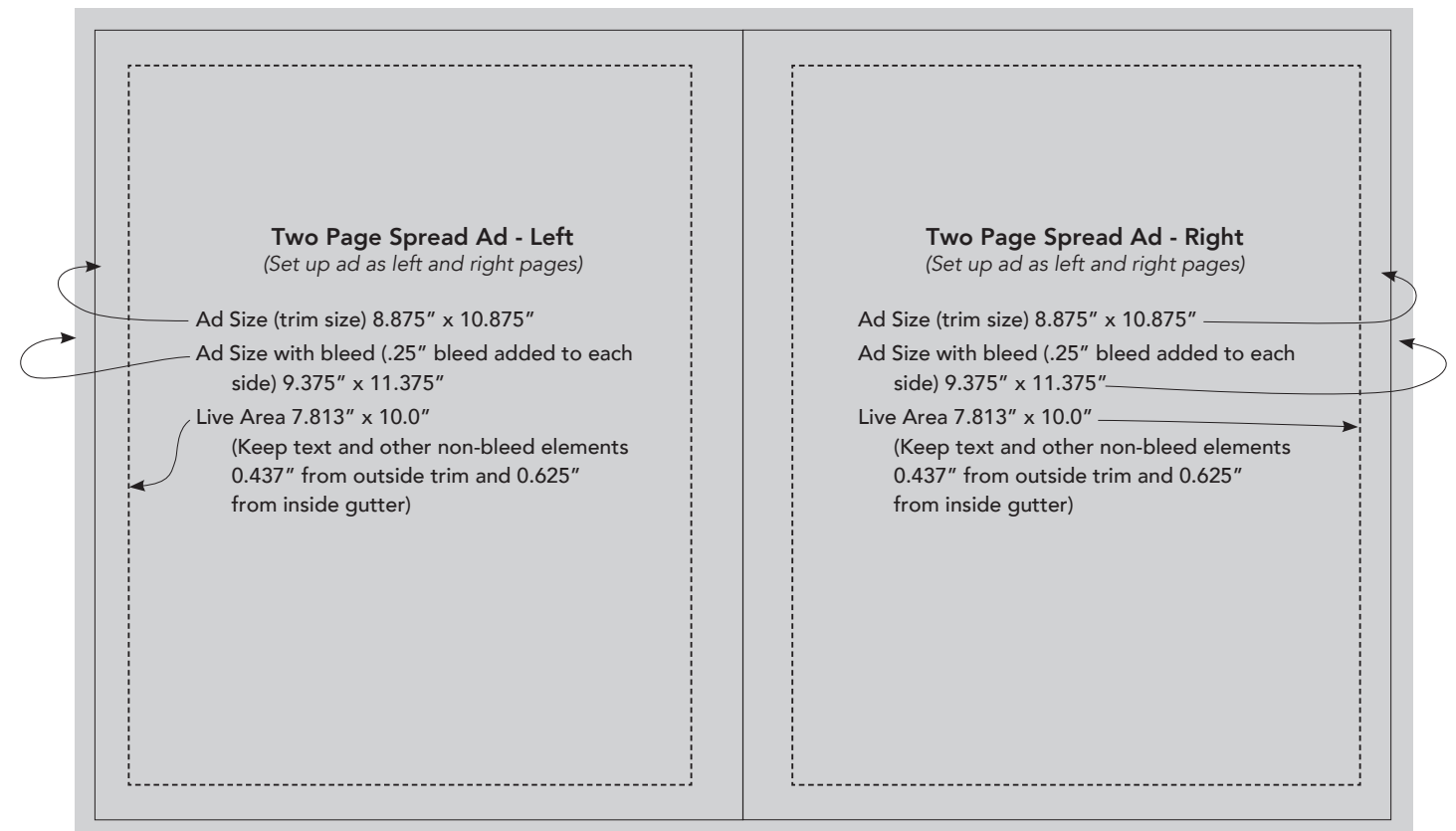
Keep text and non-bleed elements 0.437" clear from outside trim and 0.625" from inside gutter.

	(W x H)
Two-page Spread	17.75" x 10.875"
Full-page Bleed	8.875" x 10.875"
2/3-page Vertical	5.5" x 10.875"
1/3-page Vertical	2.875" x 10.875"

	(W x H)
NON-BLEED ADS	
1/2-page Horizontal	8" x 4.75"
1/2-page Vertical	3.875" x 9.75"
1/3-page Square	5" x 4.75"
1/4-page Vertical	3.875" x 4.75"



**PDFs must be prepared WITHOUT crop marks but should include bleeds.**



Overall spread size including 1/4" bleed is 18.25" x 11.375" H. Overall size trimmed is 17.75" W x 10.875" H.