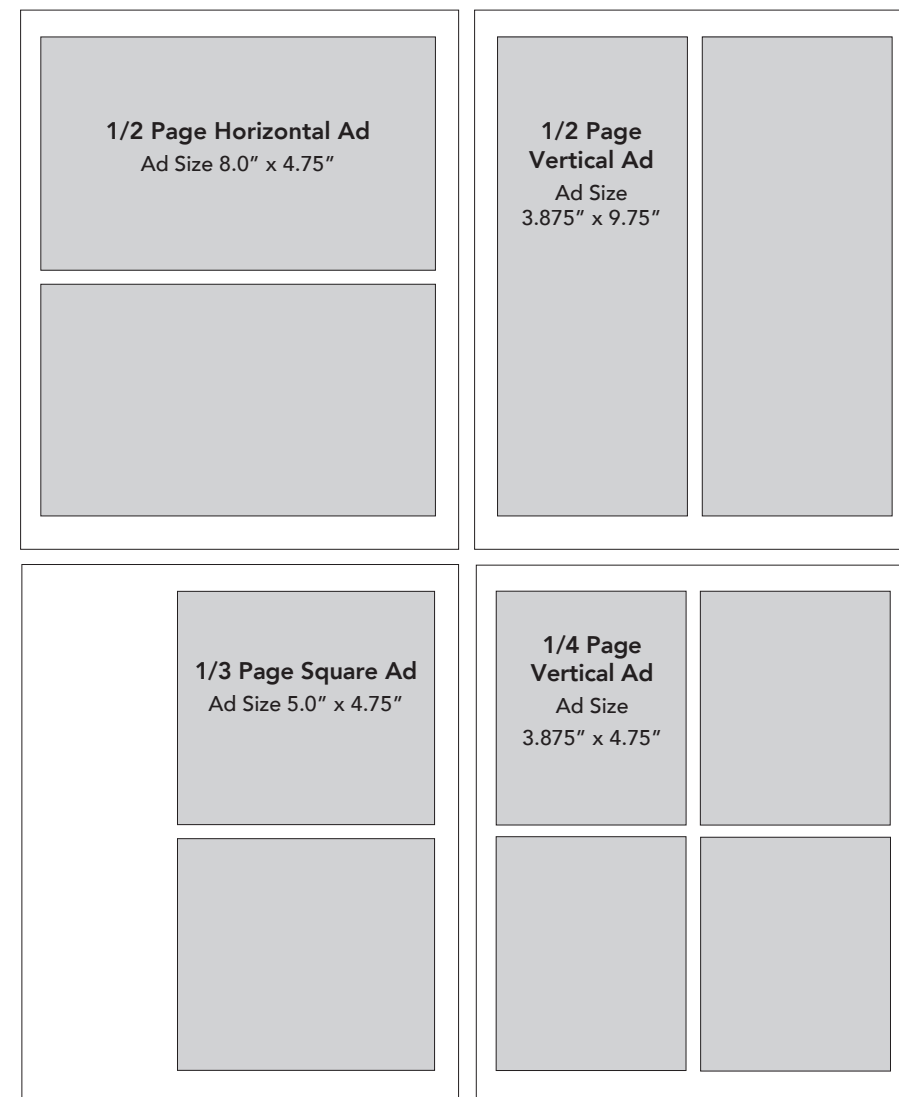


Non-bleed ads are not affected by the gutter.



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
Vernon Cardinal	505-204-1346	cardinal940@gmail.com
William Panzer	575-741-9138	williampanzerart@sbcglobal.net

**SPACE RESERVATION AND MATERIALS DUE DEADLINES**

Trend Fall 2017 September 7, 2017

**PRESS-READY FINAL AD DEADLINES**

Trend Fall 2017 September 15, 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. Please contact Jeanne Lambert at terndjeanne@gmail.com if interested in a color proof.

**MAIL**

*Trend* is not responsible for returning ads on disk or proofs to client.

*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.

*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

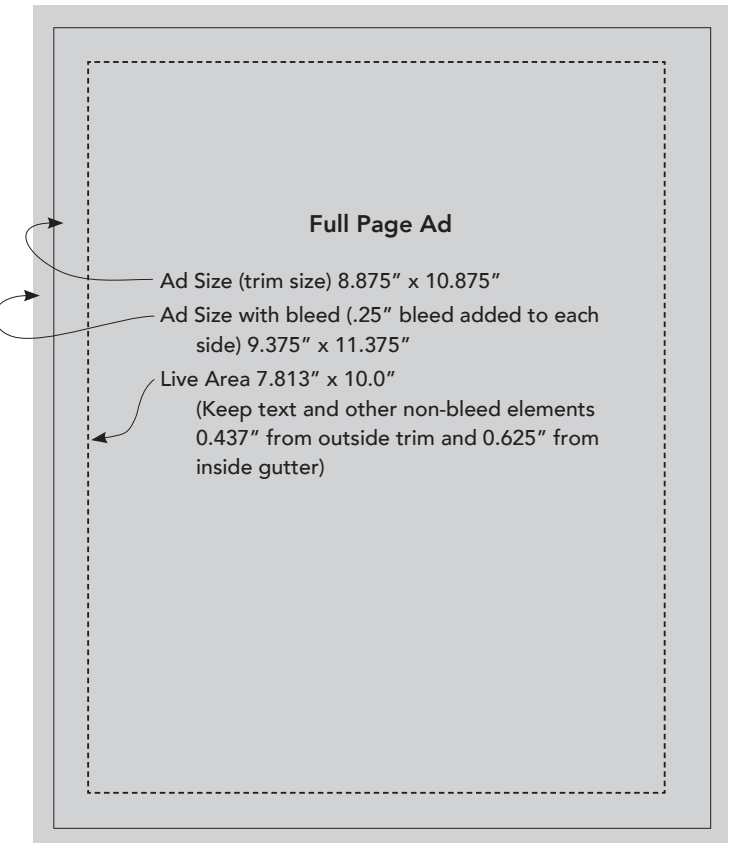
**BLEED ADS**

Add 0.25" to the following dimensions for bleeds:

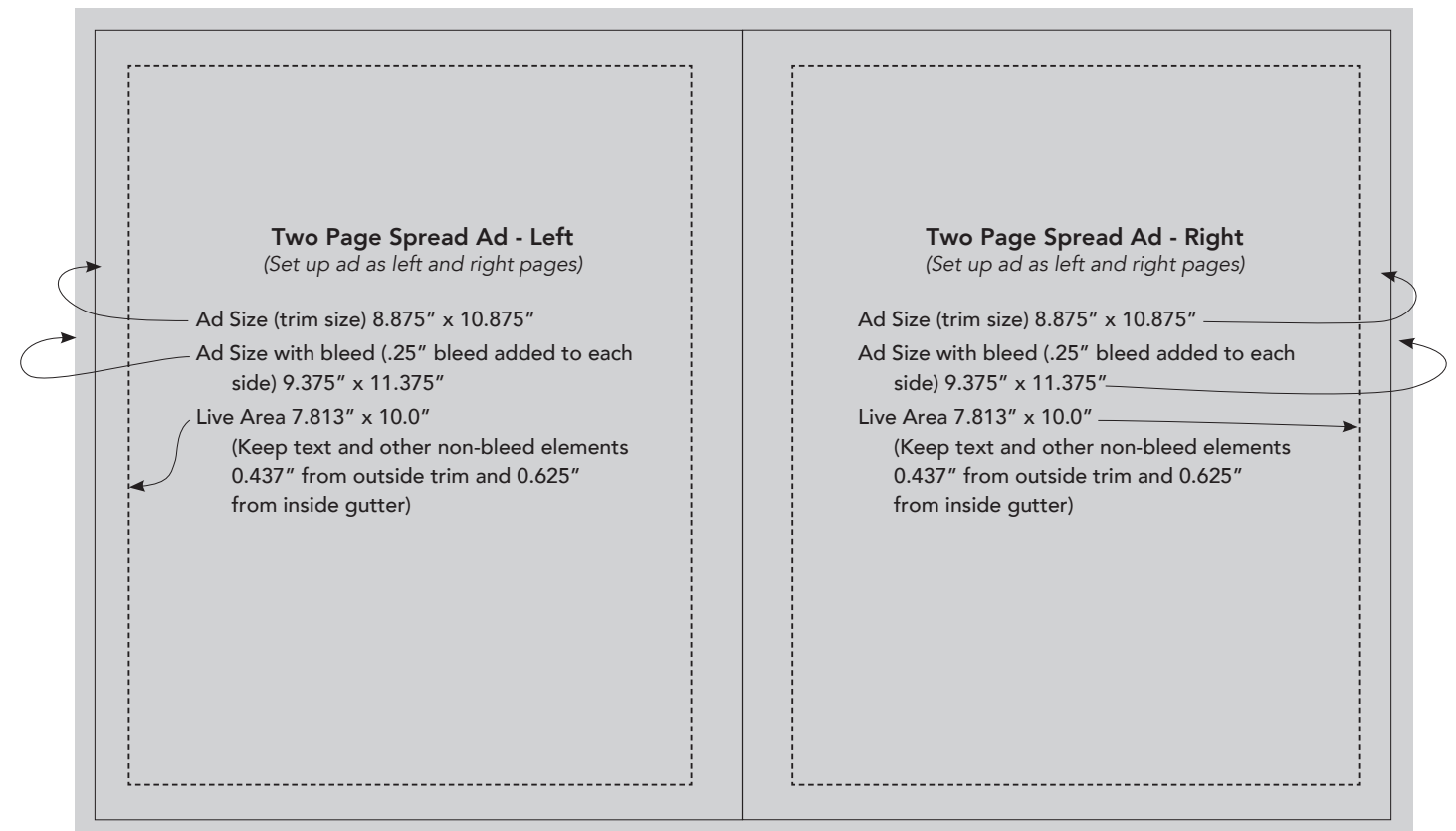
Keep text and non-bleed elements 0.437" clear from outside trim and 0.625" from inside gutter.

	(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.