



## AD SPECIFICATIONS

### DIGITAL ADS

Please send press-quality PDF ads to: production@santafetrend.com by email or for large files, you can use an FTP site like dropbox.com or hightail.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.

### 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 production at Production@santafetrend.com

#### MAIL

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

*Trend Magazine*

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

*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.

#### ERRORS

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

## QUESTIONS?

Contact us!

Email us at  
Production@SantaFeTrend.com  
or call  
Kammi Matson (907) 399-5264  
or Jeanne Lambert (505) 702-8594

[www.trendmagazineglobal.com](http://www.trendmagazineglobal.com)

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

Cynthia Canyon	505-470-6442	santafetrend@gmail.com
Anya Sebastian	505-920-9700	scribe505@fastmail.net
Kammi Matson	907-399-5264	production@santafetrend.com
Skip Whitson	505-660-0704	info@sunbooks.com

### TREND Fall 2018 DEADLINES

Early Bird Deadline: **August 15, 2018**

Space reservation, art, advertorials, and bonus materials due: **August 20, 2018**

Press-ready ads due: **no later than August 28, 2018**

TREND Fall issue distributed: **September 28, 2018 – April 2019**

### TREND Summer Lookbook 2019 DEADLINES

Early Bird Deadline: **May 1, 2019**

Space reservation, art, advertorials, and bonus materials due: **May 8, 2019**

Press-ready ads due: no later than **May 14, 2019**

TREND Fall issue distributed: **June 25, 2019 – September 25, 2019**

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[www.trendmagazineglobal.com](http://www.trendmagazineglobal.com)

For specification or production questions contact:  
Kammi Matson (907) 399-5264  
or Jeanne Lambert (505) 702-8594  
or email us at Production@SantaFeTrend.com

**AD SIZES**

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

**BLEED ADS (W x H)**

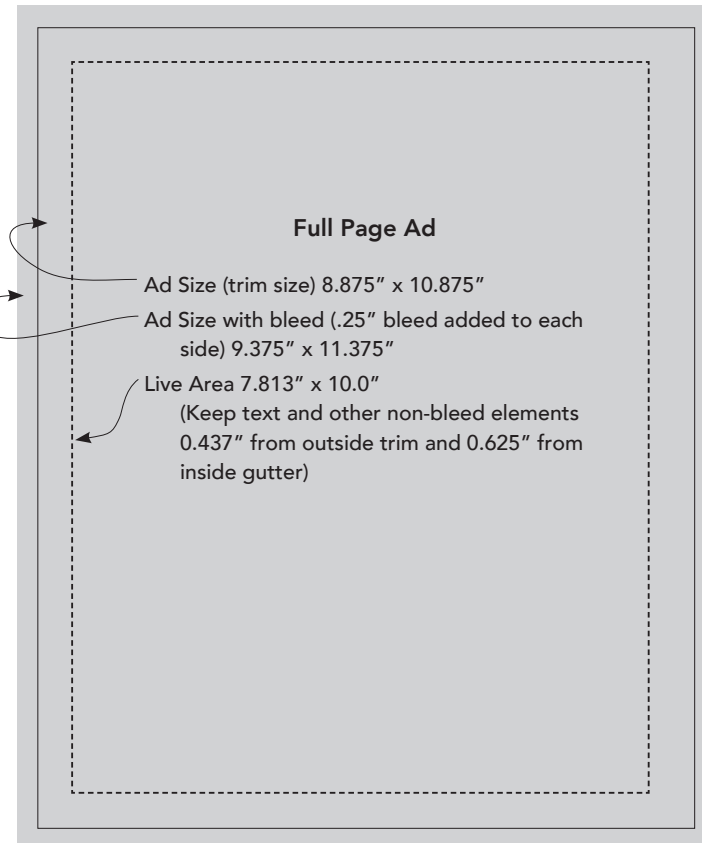
Add 0.25" to the following dimensions for bleeds:

- 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"

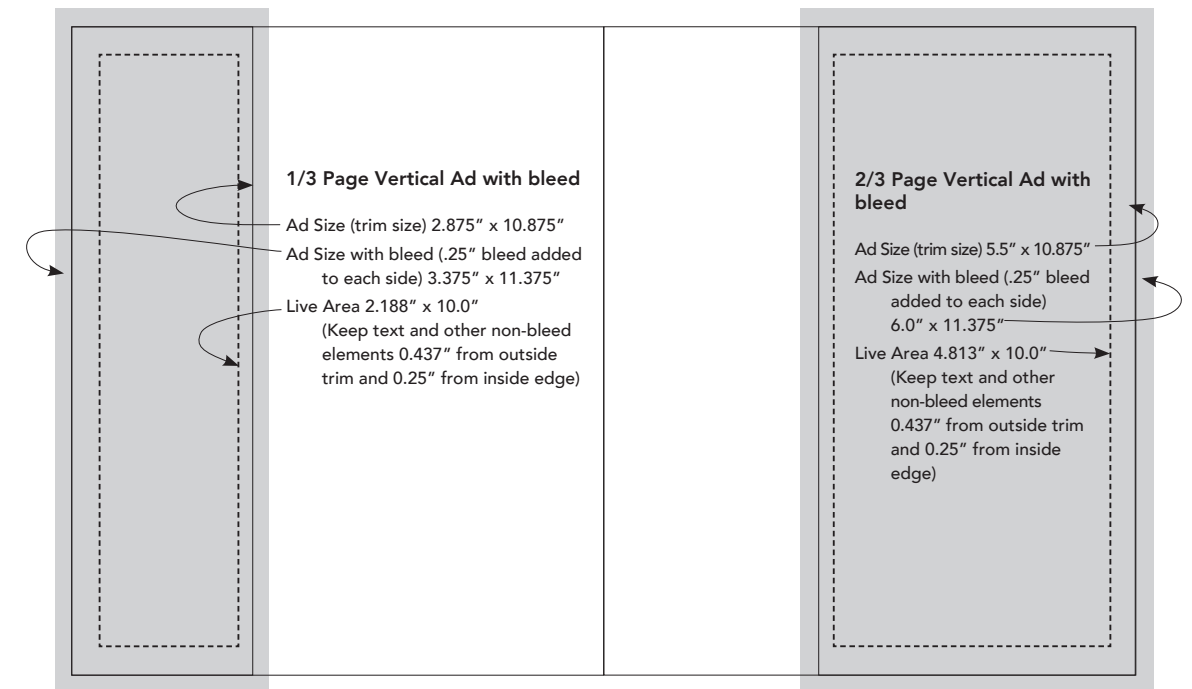
**NON-BLEED ADS (W x H)**

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

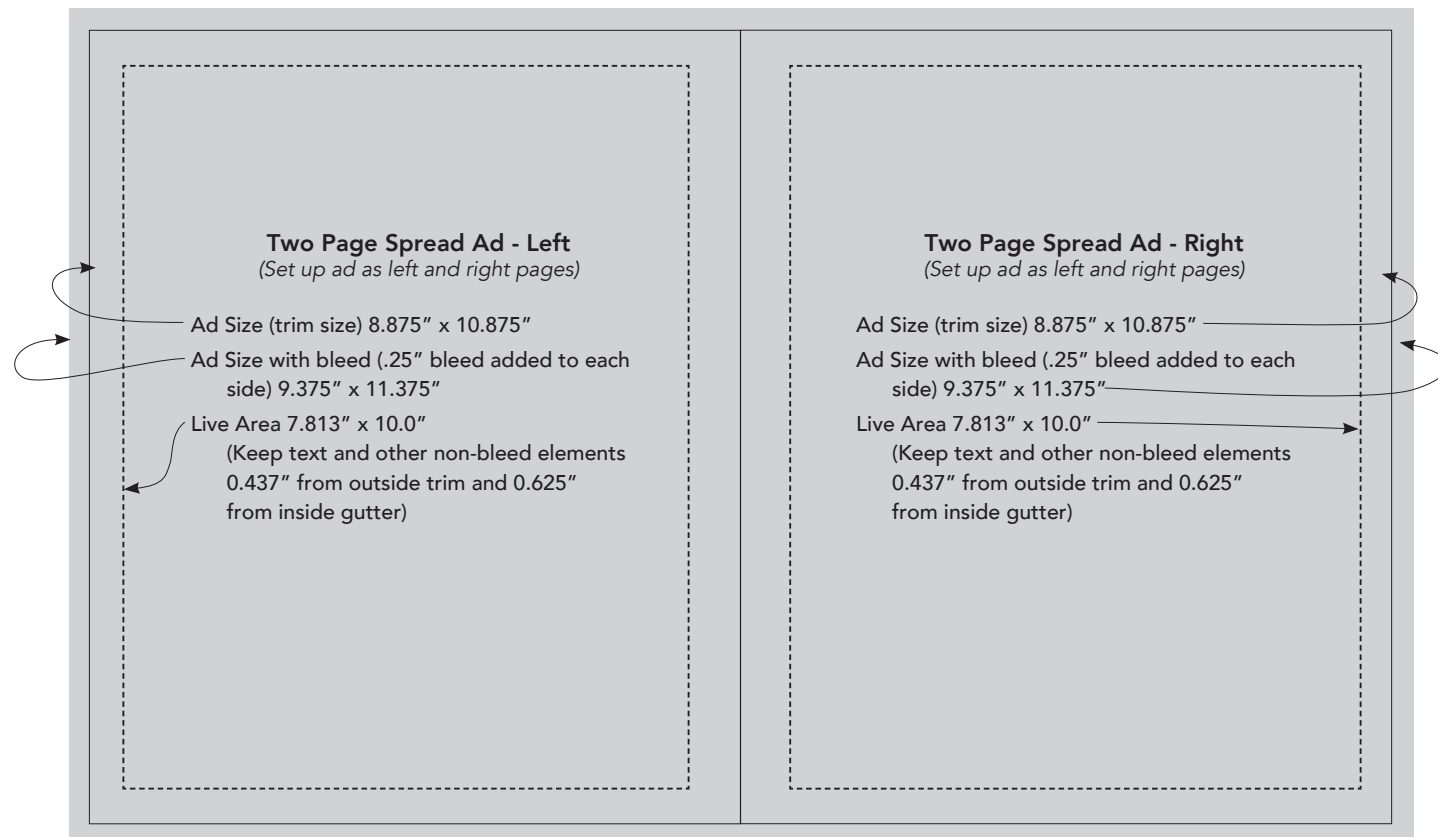
- 1/2-page Horizontal 8" x 4.75"
- 1/2-page Vertical 3.875" x 9.75"
- 1/3-page Square 5" x 4.75"
- 1/4-page Vertical 3.875" x 4.75"



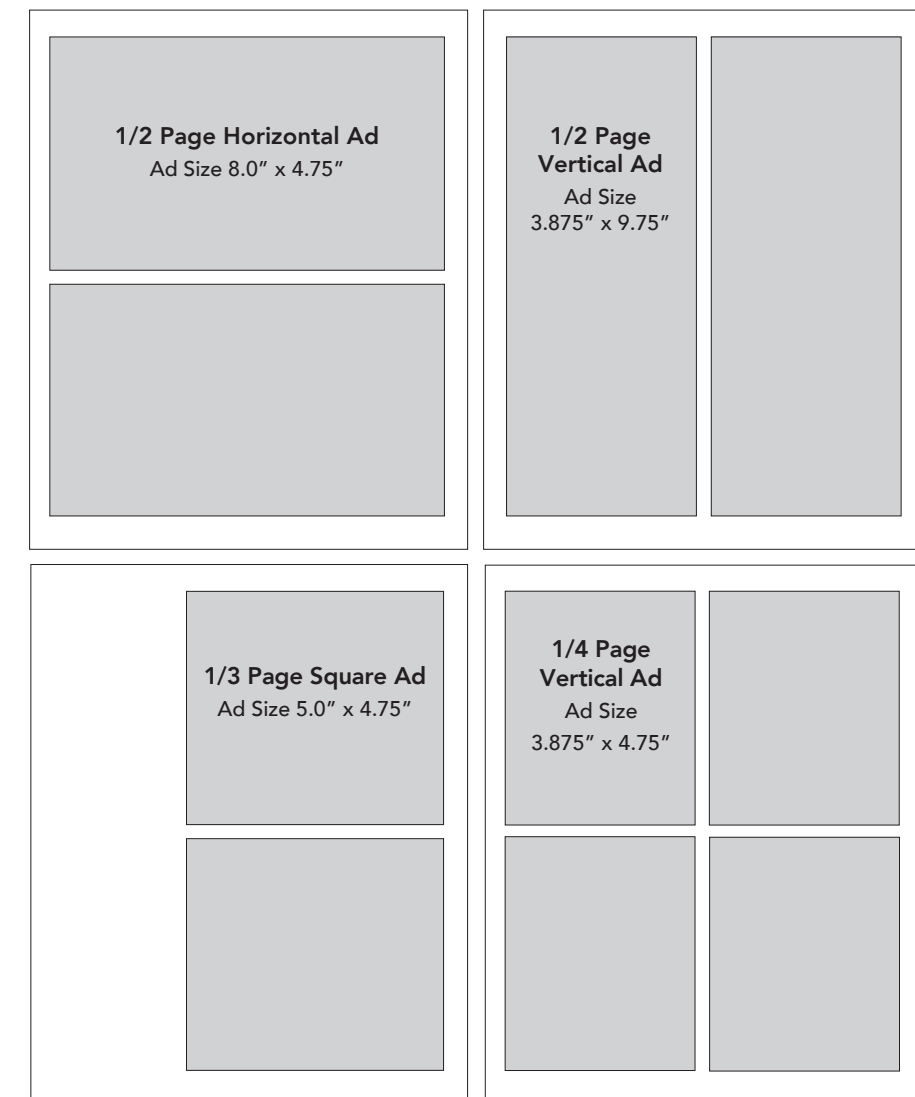
PDFs must be prepared WITHOUT crop marks but should include bleeds.



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Non-bleed ads are not affected by the gutter.



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.