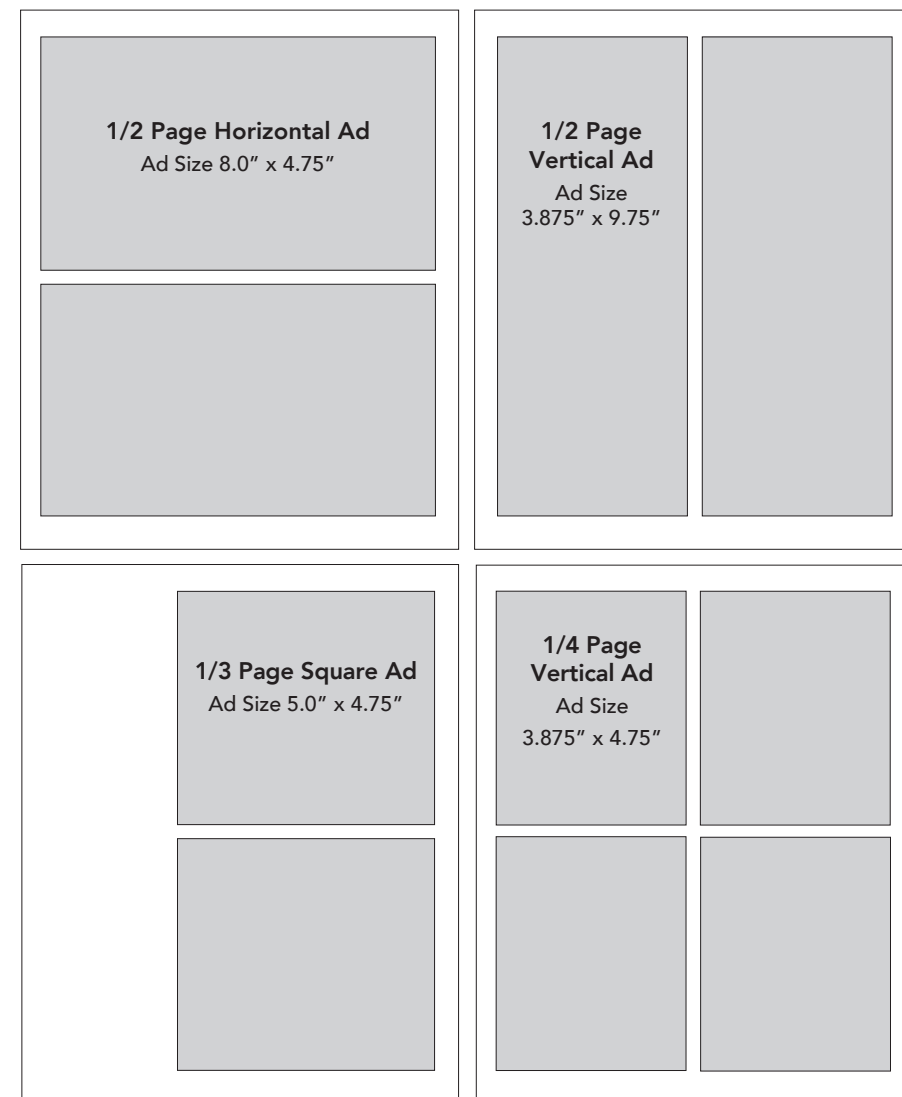


Non-bleed ads are not affected by the gutter.



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

Cynthia Canyon	505-470-6442	santafetrend@gmail.com
Anya Sebastian	505-920-9700	scribe505@fastmail.net
Skip Whitson	505-660-0704	info@sunbooks.com
Mara Leader	505-670-1056	mara@maraleader.com

SPACE RESERVATION AND MATERIALS DUE DEADLINES

Trend Fall/Winter 2019/Spring 2020	August 12, 2019
Trend Summer 2020	April 25, 2020

PRESS-READY FINAL AD DEADLINES

Trend Fall/Winter 2019/Spring 2020	August 15, 2019
Trend Summer 2020	April 30, 2020

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 press-quality PDF ads to: trendjeanne@gmail.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.

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 trendjeanne@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

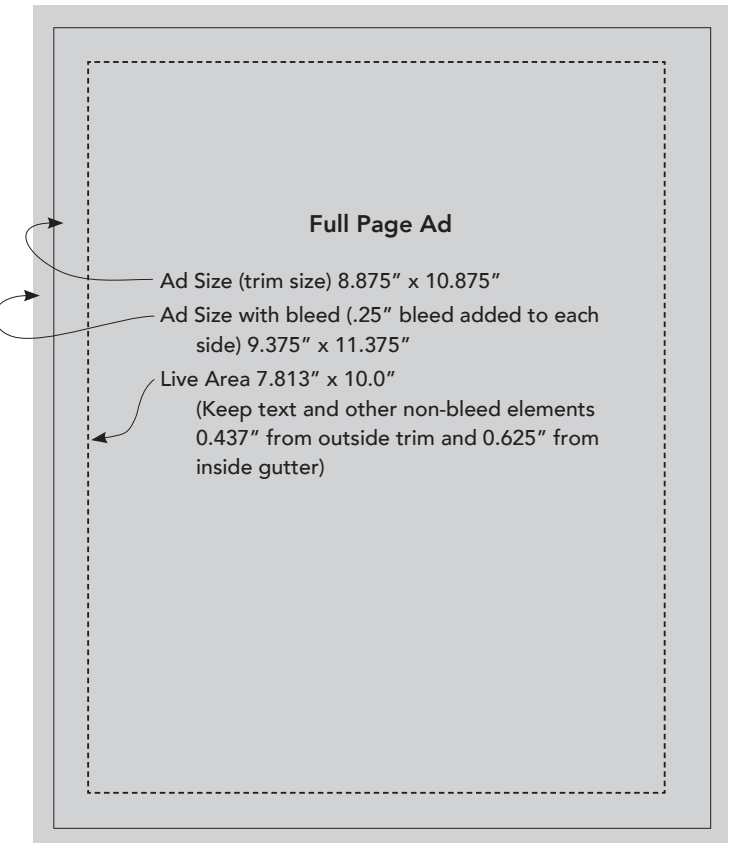
BLEED ADS

Add 0.25" to the following dimensions for bleeds:

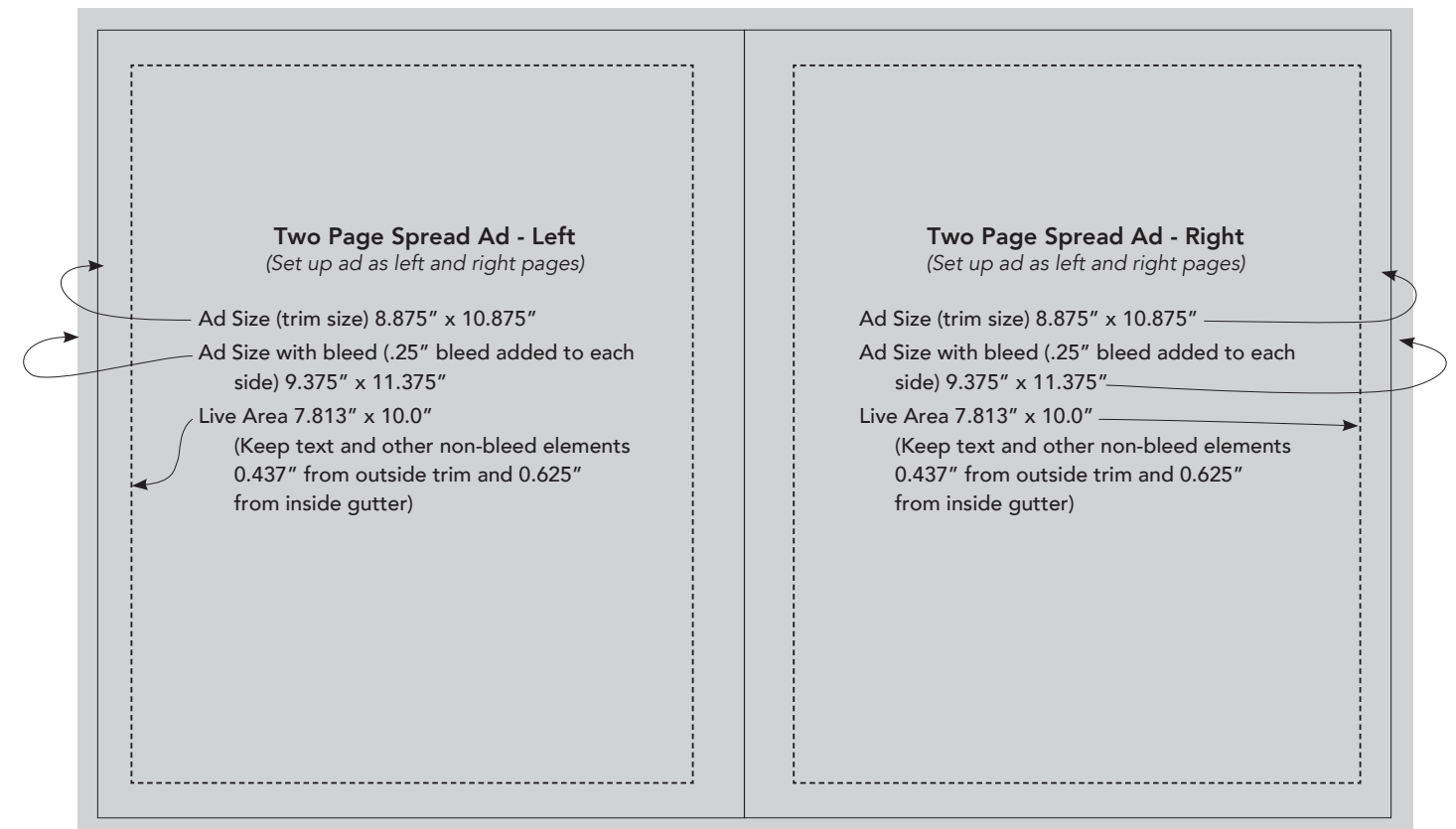
Keep text and non-bleed elements 0.437" clear from outside trim and 0.625" from inside gutter.

	(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.