

Summer/Fall 2017

Carmel

magazine

FEATURES ...

A comprehensive guide to the spectacular 2017 Car Week events; behind the scenes look at the Pebble Beach Concours d'Elegance; The 60th anniversary of the Monterey Jazz Festival.

LOCAL FACES ...

The Ice-man Doug Steiny; 71-year-old dancer Bobbie Garin; wine maker Garrett Bowlus and his family; catching up with Jimmy Panetta; artist Audrey Lynne Cook.

INSIDE ...

Carmel's new Cycle Bar; the Hearth Shop turns 50; Ventana Wilderness Society celebrates 40-years; a look at Mazda Raceway Laguna Seca and its 60-year history.

MORE ...

The story behind those images painted on the wall in the bar at the Rio Grill; exciting columnists Dina Eastwood and Sharon Randall; calendar of top picks for the season, scenes from the hottest parties and more!

DEADLINE INFORMATION

SPACE RESERVATIONS, JUNE 21

MATERIALS DEADLINE, JUNE 24

CAMERA READY DEADLINE, JUNE 30

PUBLISH DATE, AUGUST 1

CARMEL MAGAZINE

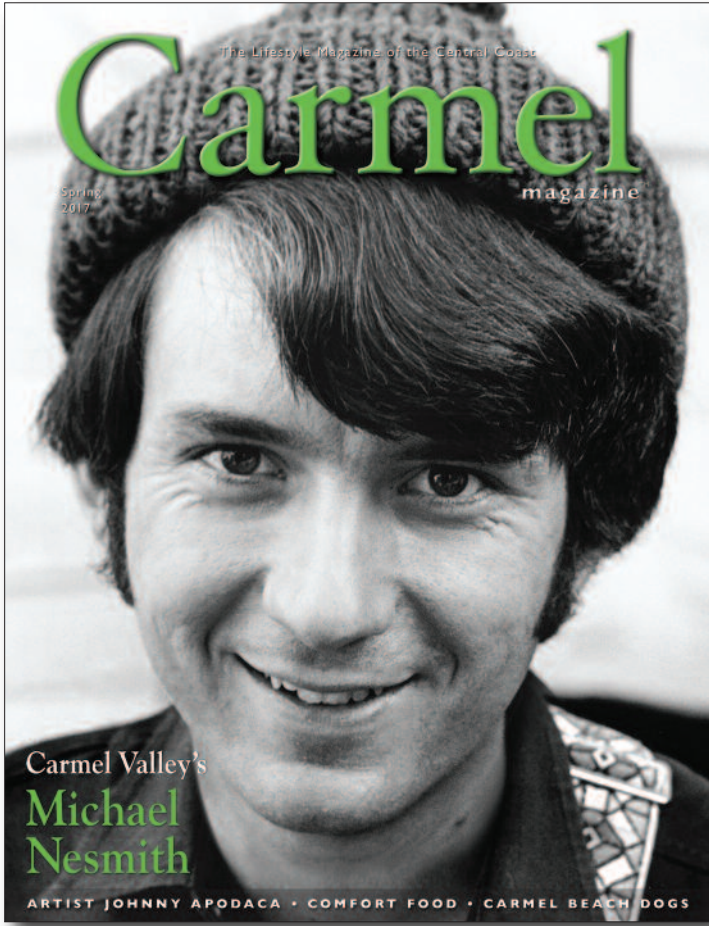
126 CLOCK TOWER PLACE, SUITE 103

CARMEL • 831/625-9922

WWW.CARMELMAGAZINE.COM



CARMEL MAGAZINE 2017/2018 RATES



20% PRE-PAY DISCOUNT

Get 20% off if payment is made 30 days prior to publication.

COLOR DISPLAY ADVERTISING				
Size	Open	2X	4x	Pre-pay*
Spread	\$8333	\$7499	\$7126	\$5700
Full page	\$4273	\$3900	\$3620	\$2938
2/3 page	\$3572	\$3215	\$3138	\$2420
1/2 page	\$2604	\$2344	\$2069	\$1655
1/3 page	\$1969	\$1772	\$1570	\$1256
1/4 page	\$1539	\$1385	\$1234	\$ 987
IF Cover (2nd)	\$6300	\$5670	\$5250	\$4200
IB Cover (3rd)	\$5880	\$5280	\$4830	\$3864
B Cover (4th)	\$7350	\$6615	\$6300	\$5040

*Pre-pay 30 days prior to publication, based on 4x rate

UPCOMING DEADLINES FOR 2017/2018

Issue	Reservation Deadlines	Material Deadlines	Camera Ready	Date of Publication
Summer/Fall	June 21	June 24	June 30	Aug. 1
Holiday	Sept. 23	Sept. 27	Sept. 30	Nov. 1
Winter/Spring	Dec. 18	Dec. 23	Dec.31	Feb. 1
Spring/Summer	March 20	March 24	March 30	May 1

ADDITIONAL CHARGES
Guaranteed positioning available for a 25% premium.

MULTIPLE PAGE DISCOUNT
Minimum two pages, 5% discount on succeeding pages.

AD AGENCIES
All rates are non-commissionable.

4X RATES ARE FOR FOUR CONSECUTIVE ISSUES

GRAPHIC ART SERVICES ARE AVAILABLE FOR YOUR ADVERTISING NEEDS

\$75 per hour with a half-hour minimum. First image scan is free. Additional scans are \$40 each. Additional color proofs \$20 each.

Carmel Magazine is published quarterly by Carmel Magazine, Inc.

126 Clock Tower Place, Suite 103, Carmel, CA 93923 • Ph. (831) 625-9922 • Fax (831) 626-3613
email: info@carmelmagazine.com

Carmel

magazine

Every issue...

Carmel Magazine reaches more than 120,000 readers per quarter. We print and distribute 140,000 copies annually and feature superior content by award-winning writers and photographers.

The readership numbers increase dramatically with the digital edition ensuring the greatest return on your advertising investment.

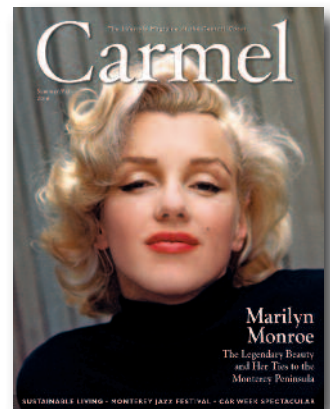
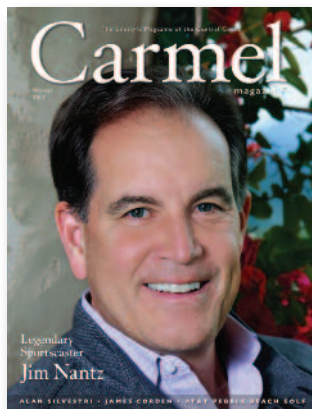
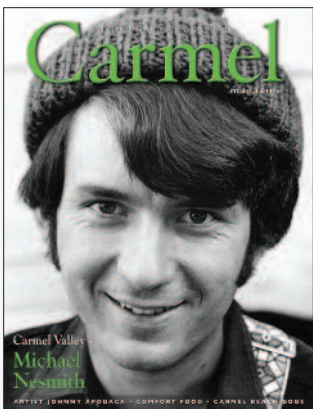
Newsstand and Business Distribution

Carmel Magazine is distributed to more than 200 newsstands, racks, bookstores, grocery stores and other retail outlets in Monterey County, as well as to more than 300 qualified regional businesses, including medical practices, spas and salons.

Hotel Distribution

Carmel Magazine is placed in the rooms of many local inns and hotels, including Bernardus Lodge, Highlands Inn and Carmel Valley Ranch. It is also available at the concierge desks at many major locations.

DIGITAL EDITION
LIVE links from every web address featured in the ads in our digital edition.
 Just click on the web address and you will be transferred directly to the advertiser's website. Close the page when you are done visiting the advertiser's site and you are back in *Carmel Magazine*.
We offer this as a free service to our readers and advertisers.



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AD SPECIFICATIONS FOR CARMEL MAGAZINE

PRINTING SPECIFICATIONS

MAGAZINE TRIM SIZE is 8.375" x 10.875"

Safe or Live area is 7.715" x 10.215"

(Text should not appear outside this area to avoid clipping).

MECHANICALS

Full Page Bleed — 8.625" x 11.125" (This includes 1/8" bleed all around ad)

Include crop marks at the trim size, 8.375" x 10.875".

Full Page Non-Bleed — 7.5" x 10"

2-Page Spread, Bleed — 17" x 11.125" (This includes 1/8" bleed all around ad)

Create 2 pdfs. One for left hand page and one for right hand page.

Include crop marks at the trim size, 8.375" x 10.875".

2-Page Spread, Non-Bleed — 15.875" x 10"

Create 2 pdfs. One for left hand page and one for right hand page.

2/3 Page — 4.875" x 9.875"

1/2 Page Horizontal — 7.375" x 4.875"

1/2 Page Vertical — 3.6" x 9.875"

1/3 Page Square — 4.875" x 4.875"

1/3 Page Vertical — 2.3" x 9.875"

1/4 Page — 3.6" x 4.875"

An important message to advertisers: Ad material must meet explicit requirements in order for Carmel Magazine, Inc. to deliver the high quality our advertisers deserve. Please review all advertising copy policies against your ad to ensure quicker processing and avoid unnecessary processing charges. For information on having Carmel Magazine, Inc. prepare your ad, please contact your representative.

Carmel Magazine pages are printed using web press with Sunday technology with four-color process inks (cyan, magenta, yellow, and black). Carmel Magazine covers are printed offset on coated stock with four-color process inks. The outside covers are UV-coated while the inside covers are not. Carmel Magazine is perfect bound.

Ad Specifications for Creating or Submitting files

The detailed specifications on these pages must be followed exactly for optimum printing quality. If the submitted files do not meet all of our specifications, the client will be contacted for revised materials. If client authorizes the use of the art as submitted, Carmel Magazine, Inc. will not be held responsible for the reproduction quality. If you have any questions regarding your electronic material, please call Carmel Magazine, Inc. Production at (831) 625-9922, x4#.

Acceptable Files and Software

All ads must be submitted in high press/high quality PDF format only. PDF/X-a pdfs or equivalent will be accepted. In the rare occasion where the original working file needs to be submitted, only InDesign, Photoshop, and Illustrator will be accepted. Include any hi-res images and acceptable fonts if needed. (Acceptable fonts and photo requirements explained further on this page).

NOTE: For Illustrator files, please convert fonts to outlines. Although Carmel Magazine, Inc. makes every effort to use the latest versions of design software, we cannot guarantee that all releases and formats submitted by clients will be compatible with current applications used by Carmel Magazine, Inc.

Acceptable Fonts

All typefaces (fonts) must be Adobe Type 1. Multimeter and TrueType fonts are not acceptable and will be replaced by the closest Adobe Type 1 font.

NOTE: Be sure to include both screen and printer versions of the fonts.

Licensing Disclaimer for Images and Fonts

Files must include high resolution images (300 dpi or higher) and all screen and printer fonts. For all other supplied fonts or digital images, in consideration for running ads provided digitally, advertisers and their agency(s) warrant that all fonts and images have been licensed by the advertiser or agency and that use by Carmel Magazine, Inc. for the purpose of reproducing the ad is permissible under the license agreement. Also, the Publisher, Carmel Magazine, Inc., will be held harmless and be indemnified by the advertiser/agency from and against any and all claims, demands, suits, actions, proceedings, recoveries or expenses including reasonable fees of council selected by the Publisher arising under the limited use of supplied fonts and/or images for the sole purpose of

publishing the advertisement with which the font(s) or image was supplied.

Type

Black type must be 100% black only – not a CMYK. Borders and rules should be 1 point or heavier. No coupon borders are permitted (i.e. perforated).

Colors

Use only process colors (cyan, magenta, yellow, and black). All SPOT colors or Pantone colors need to be converted to CMYK.

Digital Preparation of Photographs

All images must be at a final resolution of 300 dpi. Place all images at 100% (enlarging your image will decrease the overall resolution and quality). Images should be converted to cmyk and converted from JPEG to EPS or TIF format. All alterations should be made in Photoshop. Photographs should be sharp and have a good contrast range.

Submitting Photographs or Artwork

Photographs must be taken at a high resolution (300 dpi) or be scanned at 300 dpi. Line art must be scanned at 1000 dpi and must be either JPEG, EPS or TIFF format.

NOTE: For Art Galleries that require color match, please submit a CMYK photographic continuous tone print with each digital image. No ink-jet prints will be accepted as match proofs.

Color Proofs

Camera-ready advertisements must be accompanied by a proof that accurately represents the color in the ad file. The proof should have color bars that conform to SWOP standards of Y=1.00, M=1.40, C=1.30, and K=1.65. Crop marks should be offset at 24 pt., so that they will not appear within the image area. Examples of acceptable color proofs: Fuji Pictroproof, Scitex Iris, Kodak Approval, Rainbow Dye Sub, 3M Digital, and Matchprint No ink-jet prints will be accepted as color-match proofs.

Registration

Registration should be offset 24pts and Crop Marks should be set to .125".

Agency Art

Complete print-ready art must be received from the agency by deadline. Carmel Magazine, Inc. will not prepare art, layouts or proofs for agencies. Incomplete or poor quality material and unacceptable copy will require revised artwork. Agencies must agree to pay for all advertising changes performed by the Publisher. (Minimum charge is \$100.) The Publisher reserves the right to impose a fee of up to 15% of the cost of the ad for additional production costs or delays incurred.

Scan & Match Proof Charges

Scan	Proof
First scan & color match proof are free.	
Each additional per ad.....	\$40..... \$40

All media/proofs must be labeled with this information:

Name of Advertiser; Name of Publication ad is to appear in; Contact Name; Phone & Fax Numbers; Email Address

Ship material in protected envelope to ensure it arrives in good condition.

Carmel Magazine Production

Attn: Steve Snider

126 Clock Tower Place, Suite 103, Carmel, CA 93923

(831) 625-9922 Ext. 2#

Electronic Ad Submission

For submitting ads electronically, please email ruben@carmelmagazine.com for the current FTP site information. Ads submitted by FTP, must have an acceptable color proof sent by mail to accompany the ad: (Examples of acceptable proofs: Fuji Pictroproof, Scitex Iris, Kodak Approval, Rainbow Dye Sub, 3M Digital, and Matchprint).