

ADVERTISE YOUR BUSINESS IN...

# Carmel

magazine

**SPRING 2024**

**DEADLINE INFORMATION**

SPACE RESERVATIONS, JAN. 22

MATERIALS DEADLINE, JAN. 24

CAMERA READY DEADLINE, JAN. 29

PUBLISH DATE, MAR. 1



**FOR ADVERTISING INFORMATION PLEASE CALL 831/625-9922**

## **FEATURES...**

- Frans Lanting's, Bay of Life
- Weathertech Raceway Moving Forward Since 1957
- The Thrift Shops of Carmel
- Early California Artist E. Charlton Fortune

## **LOCAL FACES...**

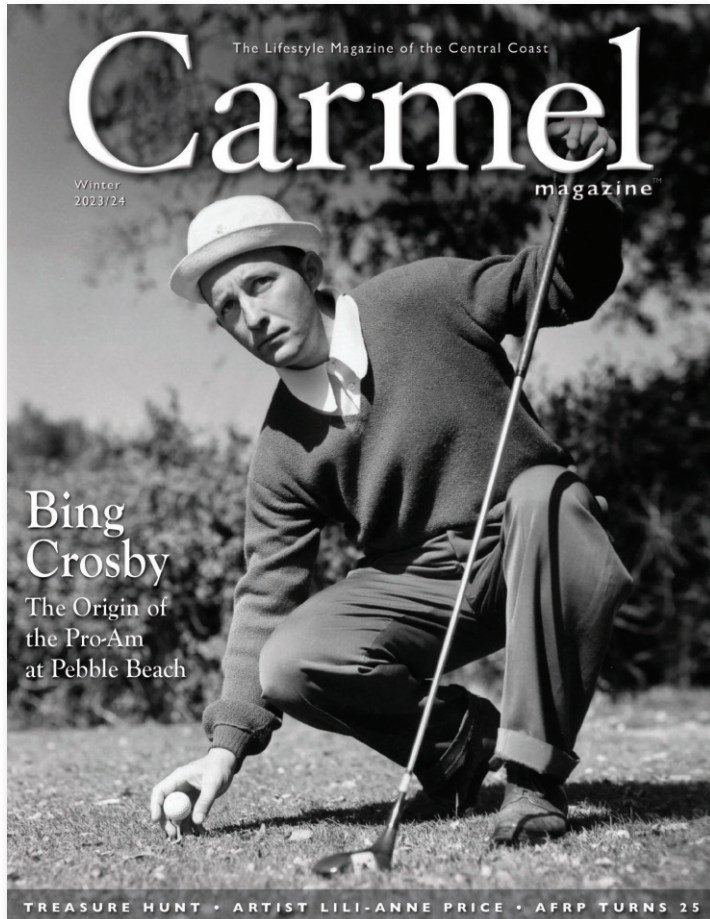
- Guitarist John Beland
- Author Carmela Cantisani

- Chef Soerke Peters
- Jeff and Melissa Lindenthal of VineCycle Tours

## **INSIDE...**

- Local Restaurants and Wineries
- Profiles on Local Artists and Art Galleries
- The Peninsula Scene: Photos From Spectacular Nonprofit Events on the Monterey Peninsula
- Golf, Antiques, Travel, and Much More!

## CARMEL MAGAZINE 2024 RATES



## 2024 Advertising Frequency Rates

| COLOR DISPLAY ADVERTISING |                |        |        |
|---------------------------|----------------|--------|--------|
| Size                      | Open           | 2X     | 4x     |
| Spread                    | \$8750         | \$7874 | \$7482 |
| Full page                 | \$4486         | \$4095 | \$3801 |
| 2/3 page                  | \$3750         | \$3375 | \$3295 |
| 1/2 page                  | \$2734         | \$2461 | \$2172 |
| 1/3 page                  | \$2067         | \$1860 | \$1648 |
| 1/4 page                  | \$1615         | \$1454 | \$1295 |
| IFCover (2nd)             | (4x rate only) | \$5512 |        |
| IBCover (3rd)             | (4x rate only) | \$5070 |        |
| BCover (4th)              | (4x rate only) | \$6615 |        |

## UPCOMING DEADLINES FOR 2024

| Issue  | Reservation Deadlines | Material Deadlines | Camera Ready | Date of Publication |
|--------|-----------------------|--------------------|--------------|---------------------|
| Spring | Jan. 22               | Jan. 24            | Jan. 29      | March 1             |
| Summer | April 24              | April 26           | April 30     | June 1              |
| Fall   | July 21               | July 25            | July 29      | Sept. 1             |
| Winter | Oct. 23               | Oct. 25            | Oct. 30      | Dec. 1              |

## ADDITIONAL CHARGES

**Guaranteed positioning available for a 25% premium.**

## AD AGENCIES

**All rates are non-commissionable.**

**4X RATES ARE FOR FOUR CONSECUTIVE ISSUES**

## GRAPHIC ART SERVICES ARE AVAILABLE FOR YOUR ADVERTISING NEEDS

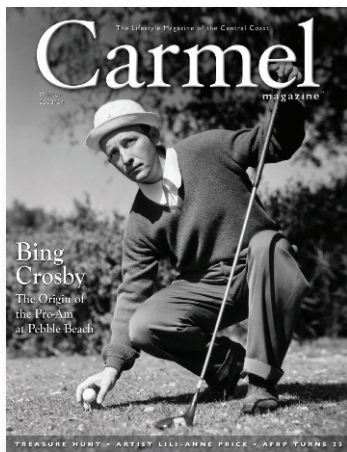
Complimentary design services up to one hour.

Additional service \$75 per hour.

*Carmel Magazine is published quarterly by Carmel Magazine, Inc.*

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## DISTRIBUTION

# Carmel magazine

## Every issue...

*Carmel Magazine* reaches hundreds of thousands of readers annually. The readership numbers increase dramatically when combined with our digital edition readership.

### 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.

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## 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).

## IMPORTANT:

**When submitting camera-ready ads as PDFs be sure your images are CMYK and that any full page ads have BLEED and CROP MARKS.**

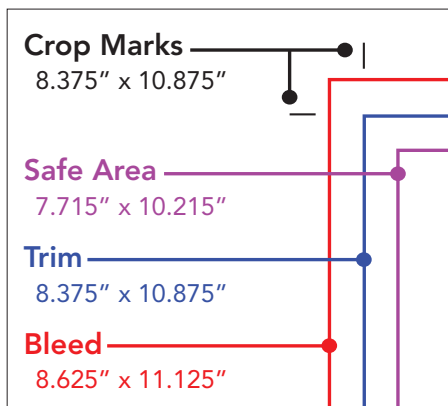
**FOR PHOTOSHOP OR ILLUSTRATOR DOCUMENTS, PLEASE SEND ADS AS A (CMYK) EPS**

### Full Page Bleed SPECS:

Trim/document size is 8.375 x 10.875.

Add 1/8" bleed all around ad (8.625" x 11.125").

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



## RICH BLACK BACKGROUNDS

C 60% M 40% Y 40% K 100%

**Full Page Bleed** — 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".

**Ads SMALLER than full page DO NOT BLEED and DO NOT require crop marks.**

**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.

## 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.

## 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

Block 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) **NO RGB**. 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: 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.