

*Spring/Summer 2018*

# Carmel

magazine

## FEATURES ...

- Carmel Valley re-discovered. An in-depth look at the changing face of Carmel Valley.
- The Monterey County Film Commission after 30 years and what's ahead.
- Award winning glass artist Nick Leonoff returns to Carmel Valley.
- Preview the new Sustainable Furniture line produced by +Olive.
- Mazda Raceway Laguna Seca's second annual Spring Classic.

## LOCAL FACES...

- Monterey native and Olympic bobsled athlete Nick Cunningham
- Carmel Valley's Shelley Aliotti
- Monterey Movie Tours guide, Doug Lumsden
- Pebble Beach resident and former Indy Car driver Danny Sullivan
- Dog Trainer Pam Jackson and the dog who has written 3 books and run for office
- Lugano Swiss Bistro's Nargis Lengacher
- Carmel Valley Photographer David Gubernick
- Meet four of the area's finest canines in our expanded working dog section

## INSIDE ...

- Local restaurants and wineries
- Profiles on local artists and art galleries
- Home and garden related features
- Scenes from the hottest parties
- Golf, antiques, travel, calendar of events, and much more!

## DEADLINE INFORMATION

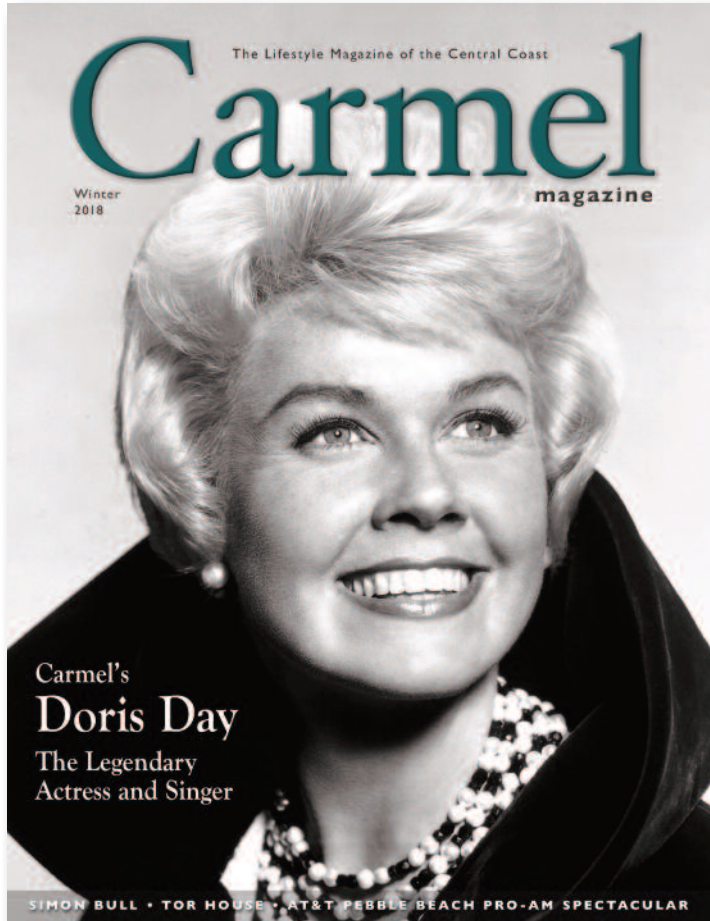
**SPACE RESERVATIONS, MARCH 21**  
**MATERIALS DEADLINE, MARCH 23**  
**CAMERA READY DEADLINE, MARCH 30**  
**PUBLISH DATE, MAY 1**

## CARMEL MAGAZINE

126 CLOCK TOWER PLACE, SUITE 103  
CARMEL • 831/625-9922  
WWW.CARMELMAGAZINE.COM



## CARMEL MAGAZINE 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	<b>\$5700</b>
Full page	\$4273	\$3900	\$3620	<b>\$2938</b>
2/3 page	\$3572	\$3215	\$3138	<b>\$2420</b>
1/2 page	\$2604	\$2344	\$2069	<b>\$1655</b>
1/3 page	\$1969	\$1772	\$1570	<b>\$1256</b>
1/4 page	\$1539	\$1385	\$1234	<b>\$ 987</b>
IFCover (2nd)	\$6300	\$5670	\$5250	<b>\$4200</b>
IBCover (3rd)	\$5880	\$5280	\$4830	<b>\$3864</b>
BCover (4th)	\$7350	\$6615	\$6300	<b>\$5040</b>

\*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
Spring/Summer	March 21	March 23	March 30	May 1
Summer/Fall	June 21	June 24	June 30	Aug. 1
Holiday	Sept. 25	Sept. 28	Oct. 1	Nov. 1
Winter/Spring	Dec. 18	Dec. 22	Dec.29	Feb. 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

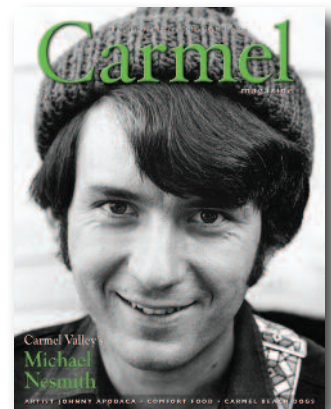
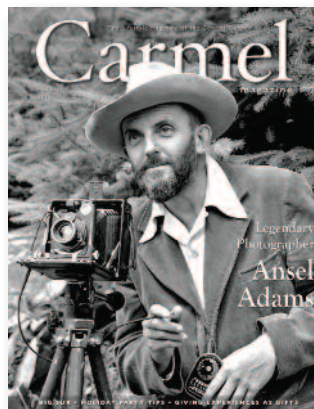
*Carmel Magazine* is placed in the rooms of many local inns and hotels, including Bernardus Lodge, Highlands Inn and Carmel Valley Ranch. It is also available at the concierge desks at many major locations.

## 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.**



*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](mailto:info@carmelmagazine.com)

# 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](mailto: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).