

ADVERTISE YOUR BUSINESS IN...

Carmel

magazine

DEADLINE INFORMATION

SPACE RESERVATIONS, JUNE 21
MATERIALS DEADLINE, JUNE 25
CAMERA READY DEADLINE, JULY 1
PUBLISH DATE, AUGUST 1



FOR ADVERTISING INFORMATION PLEASE CALL 831/625-9922

FEATURES...

- DORIS DAY ~ Memories of our local hero, international icon and animal rights activist.
- CAR WEEK ~ Your extensive guide to the amazing automotive events which converge upon the Peninsula this year.
- World Famous Ferrari photographer Gunther Raupp and his spectacular images.
- 62nd Annual Monterey Jazz Festival and exclusive Interviews with several key performers.
- And much more!

LOCAL FACES...

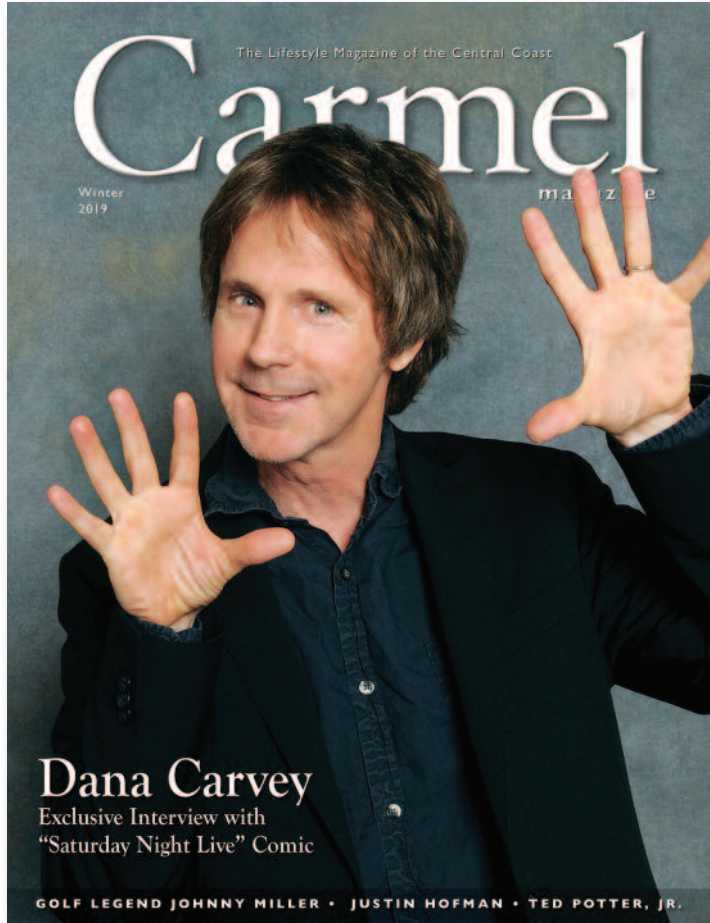
- Gordon McCall and his new History channel television show.

- Award-winning fine art photographer Aaron Chang.
- Writer and Beekeeper Meredith May and her inspiring book "The Honey Bus".
- World-class Sommelier Dominique DaCruz and his new company.

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!

CARMEL MAGAZINE 2019 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
IFCover (2nd)	\$6300	\$5670	\$5250	\$4200
IBCover (3rd)	\$5880	\$5280	\$4830	\$3864
BCover (4th)	\$7350	\$6615	\$6300	\$5040

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

UPCOMING DEADLINES FOR 2019

Issue	Reservation Deadlines	Material Deadlines	Camera Ready	Date of Publication
Summer/Fall	June 21	June 25	July 1	Aug. 1
Holiday	Sept. 24	Sept. 28	Oct. 1	Nov. 1
Winter/Spring	Dec. 26	Dec. 28	Jan. 1	Feb. 1
Spring/Summer	March 20	March 22	March 29	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

Complimentary design services up to one hour.

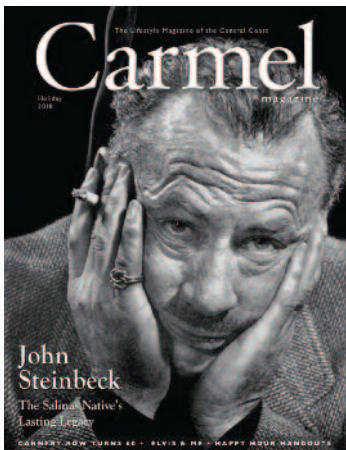
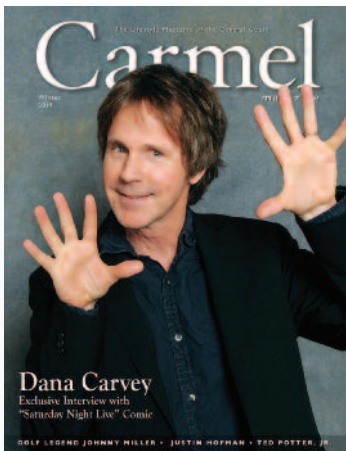
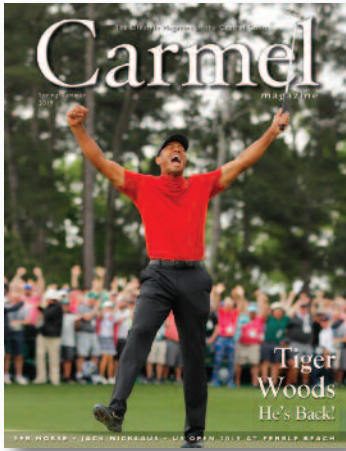
Additional service \$75 per hour.

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: steve@carmelmagazine.com

DISTRIBUTION

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.

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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).

MECHANICALS

Full Page Bleed — 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".

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. at (831)625-9922.

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

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). **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: 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.