

# TREND

ART+DESIGN+ARCHITECTURE

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## AD DEADLINES

Spring/Summer 2010	March 31–April 7, 2010
Late Summer/Fall/Winter 2010	July 20–July 27, 2010

*Trend* Magazine  
P.O. Box 1951  
Santa Fe, NM 87504  
[www.trendmagazineglobal.com](http://www.trendmagazineglobal.com)

For specification or general questions contact:  
Cynthia Canyon (505) 988-5007  
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**2010 AD SPECIFICATIONS**

## AD SIZES

This publication is perfect-bound.  
Trim size is 8.875" W x 10.875" H

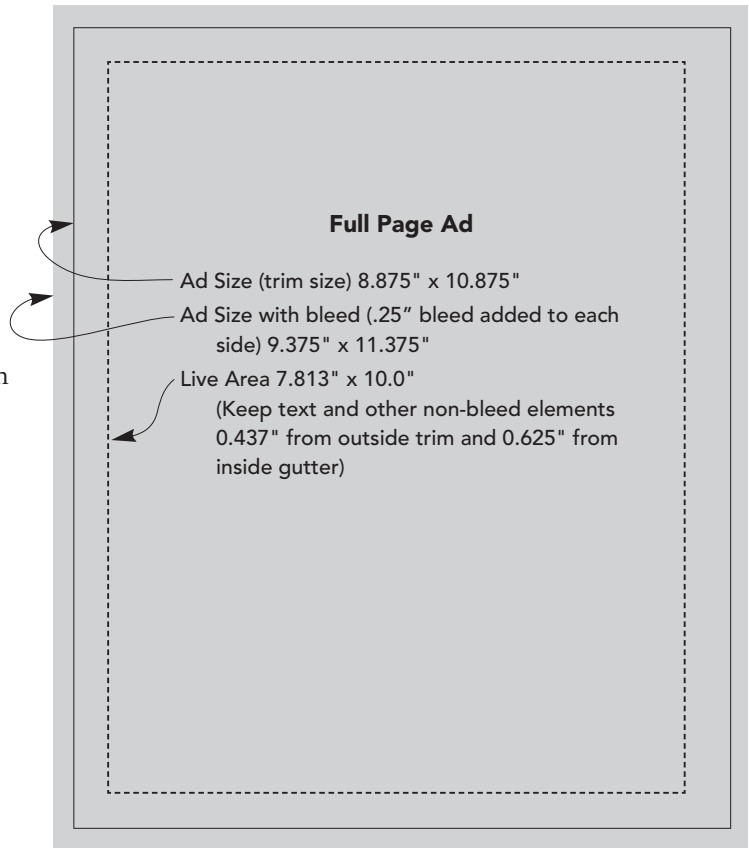
### BLEED ADS

Add 0.25" to the following dimensions for bleeds:

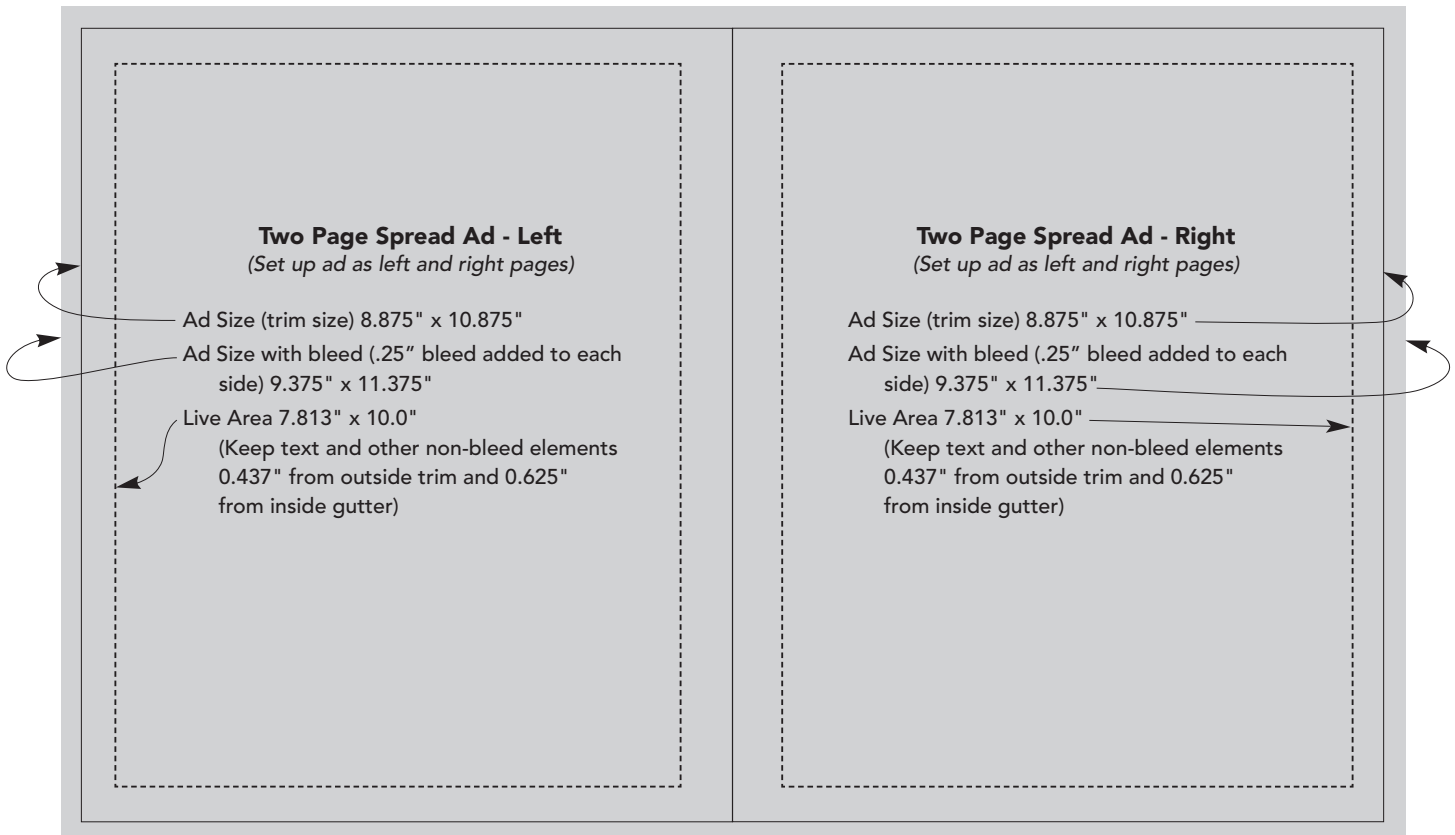
Keep text and non-bleed elements 0.437" clear from outside trim and 0.625" from inside gutter.

	(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"

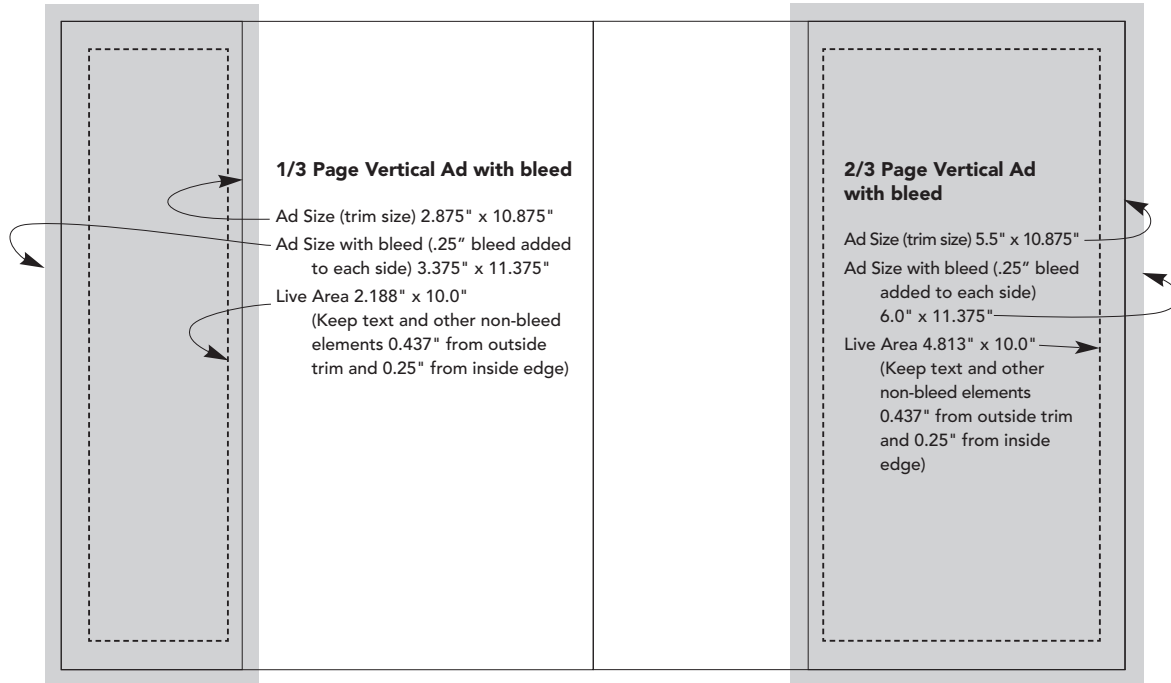
NON-BLEED ADS	(W x H)
1/2-page Horizontal	8" x 4.75"
1/2-page Vertical	3.875" x 9.75"
1/3-page Square	5" x 4.75"
1/4-page Vertical	3.875" x 4.75"



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 10.987" H.



**Non-bleed ads** are not affected by the gutter.



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### DIGITAL ADS

Our preferred format for file submission is PDF. Do not include crop marks on the PDF. Please include the name of the advertisers' business in the name of the submitted file. When submitting your PDF please include an unflattened copy of the native file with all fonts and links included. For detailed information please refer on our website at [www.trendmagazineglobal.com](http://www.trendmagazineglobal.com). Refer to the Advertise section for download ad rates and download spec sheet.

### PROOFS

Advertisers will provide a CMYK (U.S. Web Coated SWOP v.2) color proof to *Trend* that will be used at press. *Trend* prefers to use match prints provided by Fire Dragon Color for on-press consistency. You may have Fire Dragon Color produce the proof for you; please ask for the *Trend* pricing when submitting your artwork. Fire Dragon Color is located at 2754 Agua Fria Street, Santa Fe, NM 87505, (505) 699-0850. Or you may e-mail [john@firedragoncolor.com](mailto:john@firedragoncolor.com). If not provided, *Trend* will send your ad file to Fire Dragon Color and you will be billed for the cost.

*Trend* is not responsible for returning provided disks or proofs to client. *Trend* is also not responsible for content or color mistakes on the files provided by clients or errors on color proofs.

### DIGITAL IMAGES

Ad images must be high resolution—300 dpi for photos, logos in Photoshop tiff format at 1200 dpi. A 72 ppi (pixels per inch) image is fine for viewing on a computer monitor; 300 ppi is the lowest resolution required if an image is headed for a printing press.

Please note: *Trend* is committed to the highest-quality editorial and advertising. Ads submitted with low-resolution images or other technical problems will be returned to the designer or agency for improvements, or *Trend* can modify the files in-house, with costs billed to the client at \$65 per hour.

### SEND ARTWORK TO:

*Trend*  
P.O. Box 1951  
Santa Fe, NM 87504-1951

*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.

### MEDIA

CD or DVD

OR Upload to *Trend*'s FTP site. Please send an e-mail to [perform@santafetrend.com](mailto:perform@santafetrend.com) for FTP host information in order to upload.

You may also send your ad using an FTP client web site such as

<http://drop.io>, [www.yousendit.com](http://www.yousendit.com),  
<http://www.yousendit.com/>,  
<http://drop.io/>, <http://megaupload.com/>  
<https://www.dropbox.com/>

Once you have shipped an ad on disk, uploaded to *Trend*'s FTP client or sent via your FTP client, please send an e-mail to [perform@santafetrend.com](mailto:perform@santafetrend.com) saying that your ad has been delivered. Please include the name of the files you uploaded or dropped off and attach a low-res PDF of your ad for confirmation. We will confirm that your ad was received. You will be contacted if there is any problem with your ad.

Information is also posted at [www.trendmagazineglobal.com](http://www.trendmagazineglobal.com) (Ad Rates/Specs).

For production assistance contact:  
Janine Lehmann (505) 466-1912  
[jdlgraphix@comcast.net](mailto:jdlgraphix@comcast.net)