

TREND

ART+DESIGN+ARCHITECTURE

SALES REPRESENTATIVES

Cynthia Canyon	(505) 470-6442	cynthia@santafetrend.com
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AD DEADLINES

Winter/Spring 2009	October 8, 2008
Spring 2009	February 16, 2009
Summer 2009	May 15, 2009
Fall 2009	August 15, 2009
Winter 2009	November 1, 2009

ADVERTORIAL DEADLINES

Winter/Spring 2009 Travel Section: September 25, 2008
Summer 2009 "Art Unframed": April 29, 2009

RATES AND SPECIFICATIONS

are available at www.santafetrend.com. Click on the Advertise tab.

For specifications or general questions contact:
Lisa Graff at lisagraff@comcast.net or (505) 263-3754

Trend Magazine
1205-C Don Gaspar
Santa Fe, NM 87505
www.santafetrend.com
Phone (505) 988-5007
Fax (505) 983-1233

2008/2009 AD SPECIFICATIONS

SUBMITTING ADS

1. Ads must be submitted in a digital format as a PDF/X-1a or a TIF.
 - a. Do not leave crop marks on the PDF.
 - b. Please include the name of the advertisers' business in the name of the submitted file.
 - c. When submitting your PDF please include an unflattened copy of the native file with all fonts and links included.
 - d. Ad images must be high resolution — 300 dpi for photos, logos in Photoshop TIF 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 for a printing press.

2. Ads can be uploaded to our FTP site, mailed to our address or dropped off to our office.

Upload to our FTP site:

In your web browser go to www.ibackup.com

Sign in:

User: trendads

Password: 2008

Click on Login

Upload files:

Click on Upload

Click on Choose File (select your file or folder)

Click on Upload

Mail your ad on a CD or DVD and your proof to:

TREND Magazine

PO Box 1951

Santa Fe, NM 87504

Drop off your ad on CD or DVD:

Leave your CD or DVD and proofs at the *Trend* office at 1205-C Don Gaspar, Santa Fe, NM 87505, in the top drawer of the chest of drawers on the porch.

3. Once you have dropped off, sent or uploaded your ad, send an e-mail to perform@santafetrend.com:
 - a. Tell us how or where your ad and proof have been delivered.
 - b. Give us your contact information, so we will know how to contact you if there is a problem.
 - c. Tell us if you will be providing a proof, or if you would like us to order it for you.
 - d. 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.

4. Advertisers must 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
2754 Agua Fria Street
Santa Fe, NM 87505
(505) 699-0850
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.

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.

Rates and specifications are available at www.santafetrend.com. Click on the Advertise tab.

For assistance contact:

Lisa Graff at lisagraff@comcast.net

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.

1/3 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 Page 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 all four sides.

2008/2009 AD SPECIFICATIONS

AD SIZES

This publication is perfect-bound.
 Trim size is 8.875"W x 10.875"H
 PDFs must be prepared without crop marks,
 but should include bleeds.

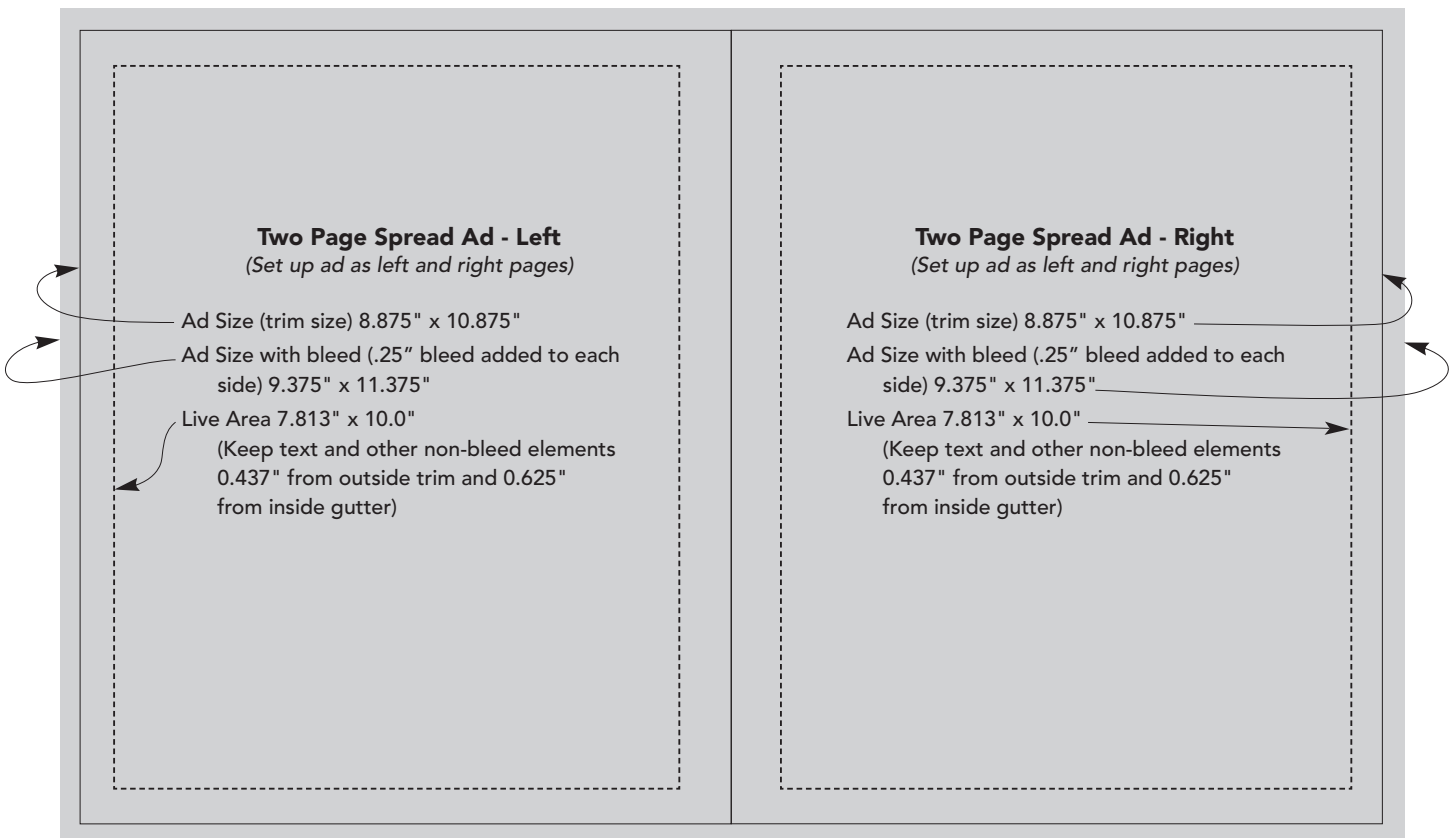
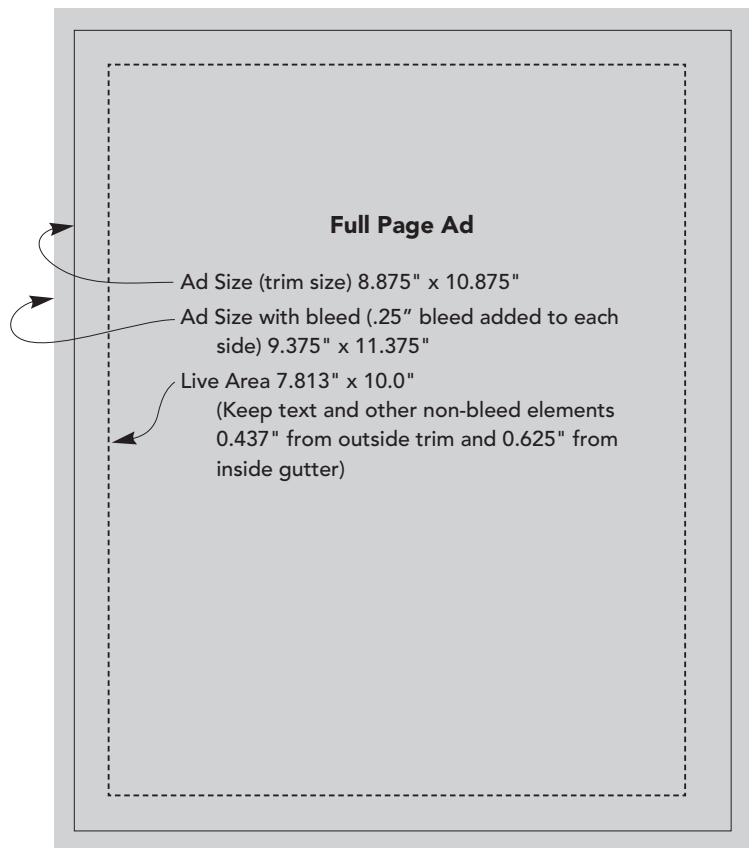
BLEED ADS

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.

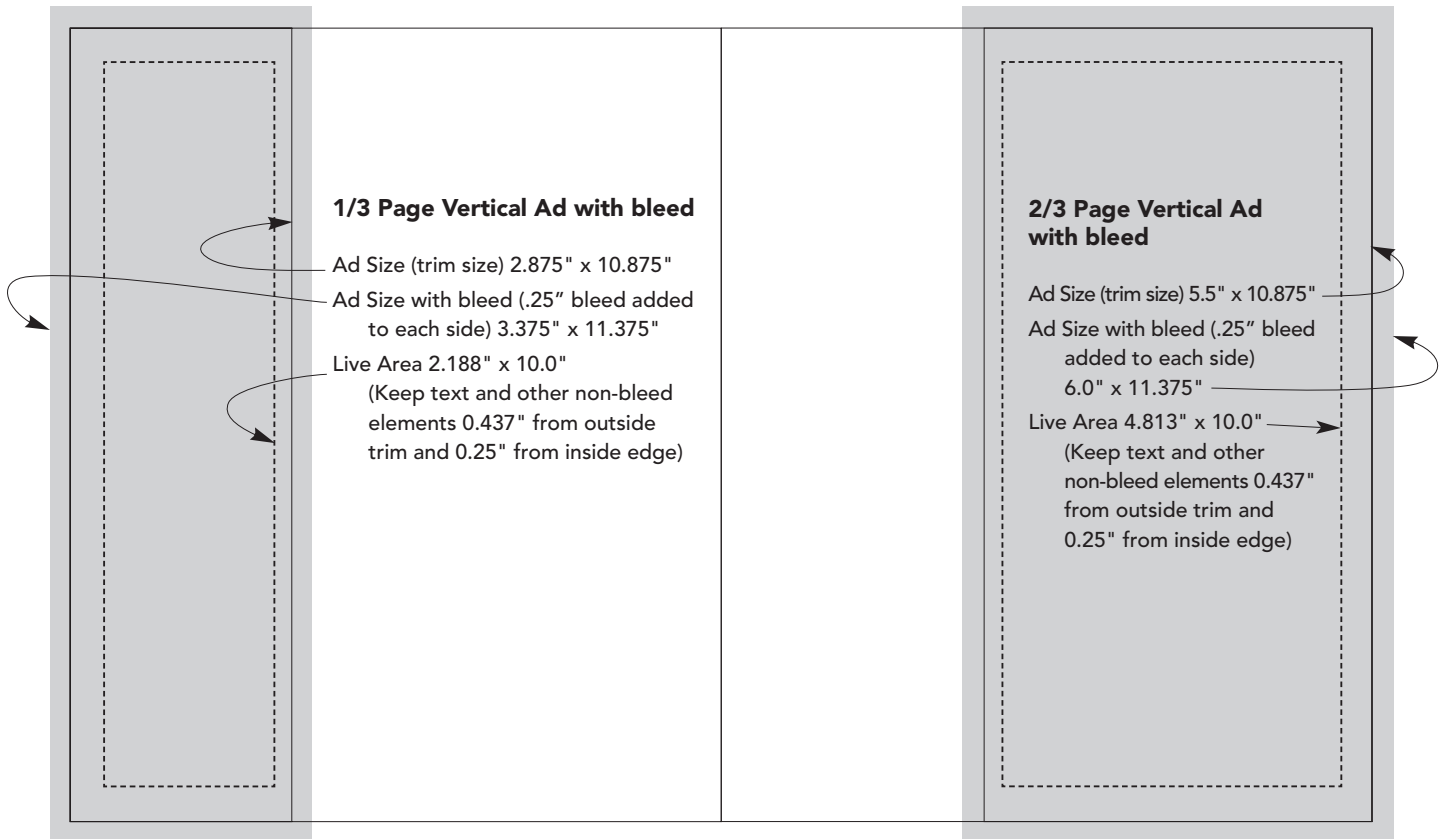
	(W x H)
Two Page Spread	17.75" x 10.875"
Full Page Bleed	8.875" x 10.875"
2/3 Page Vertical	5.5" x 10.875"
1/3 Page Vertical	2.875" x 10.875"

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"



Overall spread size including .25" bleed is 18.25" W x 11.375"H. Overall trim size is 17.75"W x 10.875"H.



Non-bleed ads are not affected by the gutter.

