

PANORAMA The Official Guide to BOSTON

332 CONGRESS ST., BOSTON, MA 02210 • P: 617-423-3400 / F: 617-423-7108 • www.bostonguide.com

PRODUCTION MATERIALS/MECHANICAL REQUIREMENTS

SPACE DIMENSIONS

Trim size is 5-3/8" x 8-3/8". Pages contain two columns, each is 2-1/4" x 7-3/4". Bleed—5-5/8" x 8-5/8". Bleed materials must provide a safety margin of 3/8" from the trim. Thus the live matter on pages should not exceed 4-5/8" x 7-5/8".

FULL PAGE	HALF-PAGE	QUARTER-PAGE	EIGHTH-PAGE
4-5/8" x 7-3/4" (non-bleed)	(Vertical) 2-1/4" x 7-3/4"	2-1/4" x 3-3/4"	2-1/4" x 1-7/8"
Gatefold flap 5" x 8-3/8" (trim); 5-1/4" x 8-5/8" (bleed)	(Horizontal) 4-5/8" x 3-3/4"	INCH 2-1/4" x 1"	

MECHANICAL REQUIREMENTS

All editions are produced on a MACINTOSH system utilizing Quark XPress 7, Adobe Photoshop CS3 and Adobe Illustrator CS3.

Advertisers must submit ad materials via email (to scott@newventureboston.com) **or on disk** (CD or DVD) created in one of these programs or with some other compatible software (please check with our Production Office at 617-423-3400 if you have questions about the compatibility of your software). Also acceptable are **press-optimized pdf files**. Make sure that all fonts are embedded and all colors and graphic elements are CMYK (4-color process) *prior* to creating the pdf. **For ads originally created using InDesign, .eps files** (with all fonts converted to outlines) **are required**. When submitting ads done in Quark XPress, please be certain to include all necessary fonts and EPS/TIFF files with the ad, as well as a quality proof (a laser proof is acceptable). If color accuracy is a priority, also provide a reproductive proof of PROFESSIONAL quality. Again, make sure all elements of color ads are submitted in CMYK. *Panorama* is printed using Computer-to-Plate (CTP) technology. Film and camera-ready stats are not acceptable.

If you are not able to supply your advertisements according to our specifications, we can create one for you. Talk to your salesperson for details. Special production time or services utilized may be charged to the advertiser.

PRODUCTION FEES

Special production time or services utilized will be billed at cost. Ask your sales representative about our current rates. Charges for mechanical work are not subject to agency commission and/or cash discounts.

ACCEPTABLE COPY

All advertisements must be clearly identifiable as such with the trademark or signature of the advertiser, or the word "Advertisement" shall be placed with copy which, in the publisher's opinion, resembles editorial copy. Publisher reserves the right to exclude any advertisement which, in its opinion, does not conform to the standards of the publication. All advertisements are accepted and published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements for publication, the agency and/or advertiser will indemnify and hold the publisher harmless from and against any loss or expenses resulting from claims or suits based upon the contents or subject matter of such advertisements, including, without limitation, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement.

All material held by publisher will be destroyed one year after last run.

PANORAMA AD SIZES

1/8 Page

2-1/4" X 1-7/8"

Full page

4-5/8" X 7-3/4"
(non-bleed)

1/4 Page

2-1/4" X 3-3/4"

Inch

2-1/4" X 1"

**1/2 Page—
Horizontal**

4-5/8" X 3-3/4"

1/2 Page—

Vertical

2-1/4" X 7-3/4"