



Zia Publishing Corp.

New Mexico Traveler

Old West Trails

Encantada

Gallup Visitors Guide

Silver City Life

The Source

Deming Horizons

Gallup Life

Spirit of Zuni

Accounting Department

116 McKinney Road

PO Box 1248

Silver City, NM 88062

575.388.4444 x10

FAX: 575.534.3333

Arlyn@ZiaPublishing.com

www.ZiaPublishing.com

MECHANICAL SPECIFICATIONS

Publication Trim size — 8³/₈" x 10⁷/₈"

UNIT SIZE	WIDTH	DEPTH
2 Page Bleed	17.25"	11.375"
Full Page Bleed	8.625"	11.375"
Trim Size	8.375"	10.875"
Full Page Non-Bleed (Live Matter)	7.375"	9.875"
Back Cover Bleed:	8.625"	11.375"
2/3 Page	4.75"	9.75"
1/8 Page	3.25"	2.25"
1/2 Page Vertical	4.75"	7.25"
1/2 Page Horizontal	7.375"	4.75"
1/3 Page Vertical	2.25"	9.75"
1/3 Page Square	4.75"	4.75"
1/3 Page Vertical [special sections only]	3.5"	6.625"
1/4 Page [special sections only]	3.5"	4.5"
1/6 Page Vertical	2.25"	4.75"
1/6 Page Horizontal	4.75"	2.25"
1/6 Page Square [special sections only]	3.5"	3.125"
1/8 [special sections only]	4.75"	1.75"
1/9 Page [special sections only]	2.25"	.3"

1/2 V	1/6V	2/3	1/3V	1/3 SQ	1/6 V	1/4	1/6 SQ
	1/9			1/2 H		1/8	1/3 V
1/6 H	1/9					1/8	

GRAPHIC DESIGN AND ELECTRONIC FILE CRITERIA:

Given below, are the specifications needed if you are having Zia Publishing handle your ad design or are sending your ad camera ready. The project is printed Four color process to SWOP Standards on 70 lb. coated paper at 150 line screen.

ELECTRONIC FILE CRITERIA

SUPPORTED MEDIA

- CD-ROM/DVD
- E-mail/FTP files (please CALL first)

SUPPORTED FILE FORMATS (Macintosh®)

- EPS • TIF • PDF

SUPPORTED SOFTWARE (Macintosh®)

- QuarkXpress® (vers. 6.5+)
- Adobe Illustrator® (files must be saved as EPS or TIF)
- Adobe Photoshop® (files must be saved as EPS or TIF)

FONTS

All fonts must be embedded or provided.

PROOFS

Color accurate proofs are required with all electronic files, if no proof is provided publisher will not be responsible for color accuracy.

FILE-NAMING: IMPORTANT!

Filenames must be all lower case – letters and numerals only. Filename must not exceed 18 characters in length. There should be no spaces in the file name. Underscore to separate the words is allowed, but dash (hyphen) is not allowed. For example, “product_image1” (with underscore) is acceptable but “product-image1” (with hyphen) is not acceptable.

To recap: There should be no spaces, periods, slashes, dollar signs, hyphens, commas, asterisks or capital letters in the name, and the name must be 18 characters or less. Numerals (0, 1, 2, ...9) are allowed.

IMPORTANT FONT USAGE TIP:

Please do not apply keyboard commands to get bold or italicized text – use actual bold or italics fonts when needed. If you use the keyboard commands to make your text look bold or italicized, then it may look OK on your screen but at the time of printing and/or film output, it will revert to the ordinary (normal) font and you will lose the bold or italics effect. The key is to use the actual bold or italics fonts when needed.

GRAPHIC DESIGN CRITERIA

AD MATERIALS

Text – All text must be submitted in Microsoft Word format by Email or on a CD or DVD.

Existing Images – All images should be specified by publication, page number and image name.

Digital Images – All digital images must be 300dpi at final size and submitted as photoshop .tif files.

Color Slides or Prints – All images must be identified by client name and content and sent with written photo caption for processing.

Layout Instructions – All ads to be designed by Zia Publishing must include a brief sketch indicating placement of text, charts, line art and images to be used.

Ad Proof – A proof of your final ad layout will be faxed for your approval prior to publication. If approval is not received by the specified approval date the ad will print as is.

Design Rates

Full Page	\$750.00
2/3 Page	650.00
1/2 Page	575.00
1/3 Page	325.00
1/6 Page	260.00
Revisions (1 hr. min.)	\$85.00/hr.
Photography (1/2 day min.)	\$800/day

SHIPPING INSTRUCTIONS

Terri Menges, Zia Publishing Corp.
116 McKinney Road • PO Box 1248
Silver City, New Mexico 88062
Fax: 575.534.3333 • Phone: 575.388.4444

ELECTRONIC SUBMISSION

email: terri@ziapublishing.com

RETURN OF MATERIALS

Artwork and photos will become the property of Zia Publishing Corp. and will be returned on request only. Publisher assumes no responsibility for artwork uncalled for in six months after date of publication.



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MISCELLANEOUS DESIGN TIPS & PREFLIGHT CRITERIA:

Given below, are some general design tips to help you set up your files properly.

- 1. All files were created in one of the programs listed above under "Supported Software".
- 2. The document's page and panel dimensions are correct (When assembling in QuarkXpress, etc., set your page-size specs to that of the final cut piece. Do not adjust the size of the page to accommodate for a bleed. Simply let your image or color bleed 1/8" on those sides on which it bleeds. Also implement 1/8" to 1/4" gutter margin to allow for trim variance.
- 3. No Truetype fonts were used – only postscript fonts have been used (some exceptions apply). For design related questions email: debra@ziapublishing.com
- 4. All process colors are set to Process-Separation (make sure Logos and/or imported images are also set to PROCESS if printing in process color)
- 5. All BLACK is set to overprint in Logos.
- 6. There are no RGB or index-color files. All images are CMYK – either TIFF or EPS (image formats other than EPS or TIFF and digital camera files are usually not acceptable. We can scan photos/transparencies for you, call for pricing).
- 7. All halftones and photoquality images (including scans, stock photos, CD-ROM library images, screen captures, video-grabs, internet/web images, etc.) are at 300 dpi (optical) or higher. Internet/web images are usually at 72 DPI, and while they may look good on the screen, they'll look fuzzy when commercially printed. Also, all images must be brought into the layout program (QuarkXpress) at actual size (100%). Do not resize the image in QuarkXpress. If an image needs to be resized, resize it in PhotoShop first, then bring it into your layout program at 100%
- 8. All line-art and line-drawings have been scanned at 1600 dpi (optical) or higher.
- 9. All objects have been ungrouped. Text boxes were stretched a bit to accommodate minor font-size variations.
- 10. Any drawn images of logos and/or logo-text have been converted to paths/outlines to prevent problems with missing fonts. Also, all such images were placed in the layout program at 100% size (see item# 7 also).
- 11. Brightness and contrast have been adjusted on all images. Also, all images are positioned correctly within boxes (no margin between image and border). Images have been checked for color-shift/color-balance.
- 12. Any images that were scanned from "4-color process PRINTED" materials (instead of being scanned from continuous-tone photos) have been adjusted in PhotoShop for moire' patterns (consult Photshop manual).
- 13. All EPS and/or TIFF files are included – including Logos and Pictures.
- 14. All Layout/Native application files are included. All Printer and Screen fonts required for the document are included. **Also, refer to the Important Font Usage Tip.**
- 15. Color accurate proofs of all document pages are included.
- 16. All pages have been proofed for typographical errors.
- 17. All pages have been proofed for knockout and/or overprinting. Also, all logos have been checked for proper knockout and/or overprinting. Black is set to overprint wherever applicable.
- 18. The most recent files have been copied to portable disk(s). A completed Preflight Checklist (this document) has been attached.