



## FERMENTATION FEST 2012 EVENT GUIDE AD SPECS

### *Acceptable formats*

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#### **PDF**

Please make sure :

- black and tints of black only - no color,
- black must be grayscale, not a CMYK build,
- files are exported using the **X1A distiller** setting.

#### **InDesign**

We can work with ads created with InDesign CS4 and below. No CS5 or CS6, please.

Please make sure:

- all fonts are converted outline,
- all placed images are embedded,
- black and tints of black only - no color,
- black must be grayscale, not a CMYK build.

We do not accept ads in Quark XPress, PageMaker, Publisher, PowerPoint, Word or other programs. Ads arriving in these or other unacceptable electronic formats will be subject to a production fee of \$75 per hour.

### *Printing notes*

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#### **Resolution**

The Fermentation Fest Event Guide is printed with a 100-line screen. Images should be no larger than 200 dpi when used at 100% scale. Bitmap images should be 600 dpi.

Please do not send images that are higher-resolution than necessary.

#### **Press**

The Fermentation Fest Event Guide is printed on a web offset press, which may result in a 10-30% dot gain. Screens of 60% or more may appear as solids; screens below 10% may fade to white. Detailed shadows should not exceed a 60% dot, while mid-tones should be at 20-30%.

### *Ad Submission*

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All ads should be submitted in a format that can be used without any additional work. Advertisers will be billed at a rate of \$75 per hour for any production work we deem necessary to make an ad press-ready.

Particularly, be sure that your ad matches the required size.

#### **Sizes**

1/16 page .....2.5" x 3.8125"

1/8 page .....5.1875" x 3.8125"

3/16 page .....7.875" x 3.8125"

**Deadline: June 28, 2012**

**Submit ads to [ann@fermentationfest.com](mailto:ann@fermentationfest.com).**

#### **Design Services**

If you'd like help putting together an ad, contact:

LK Design Studio  
249 East Main Street  
Reedsburg, WI 53959  
phone: 608-768-0092  
email: [lindsey@lkdesignstudio.com](mailto:lindsey@lkdesignstudio.com)

### *Questions?*

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