

## MECHANICAL REQUIREMENTS

### 1. SIZES

	<i>Width</i>		<i>Depth</i>
TRIM (PUBLICATION SIZE)	8 <sup>3</sup> / <sub>8</sub> "	×	10 <sup>7</sup> / <sub>8</sub> "
BLEED	8 <sup>7</sup> / <sub>8</sub> "	×	11 <sup>3</sup> / <sub>8</sub> "
<sup>1</sup> / <sub>2</sub> PAGE (HORIZONTAL)	6 <sup>3</sup> / <sub>4</sub> "	×	4 <sup>1</sup> / <sub>2</sub> "
<sup>1</sup> / <sub>2</sub> PAGE (VERTICAL)	3 <sup>1</sup> / <sub>4</sub> "	×	10"
<sup>1</sup> / <sub>3</sub> PAGE (VERTICAL ONLY)	2 <sup>1</sup> / <sub>4</sub> "	×	10"
<sup>1</sup> / <sub>4</sub> PAGE (HORIZONTAL)	6 <sup>3</sup> / <sub>4</sub> "	×	2 <sup>1</sup> / <sub>2</sub> "
<sup>1</sup> / <sub>4</sub> PAGE (VERTICAL)	3 <sup>1</sup> / <sub>4</sub> "	×	4 <sup>1</sup> / <sub>2</sub> "

### 2. INSERTS

- Size:** 2-page leaf: 8<sup>7</sup>/<sub>8</sub>" × 11<sup>3</sup>/<sub>8</sub>"; trimmed to 8<sup>3</sup>/<sub>8</sub>" × 10<sup>7</sup>/<sub>8</sub>"; 3<sup>1</sup>/<sub>2</sub>" flap required. Consult publisher for other inserts or business reply cards.
- Paper stock:** Maximum weight 100 pounds (text); must be coated.
- Shipping:** Must be furnished folded if applicable (consult publisher), postage prepaid or billed to advertiser, to printer (address below). Consult publisher for quantity.
- Deadlines:** Inserts due to printer by the 20th of the second month preceding month of issue.

### 3. PRINTING PROCESS

Web-fed offset, perfect binding.

### 4. PAPER STOCK

- Inside pages:** 60-pound matte text.
- Covers:** 80-pound gloss cover.

### 5. HALFTONE SCREEN

150-line screen recommended.

### 6. REPRODUCTION REQUIREMENTS

AAAA/MPA/ABP offset standards apply. Either Macintosh or PC electronic files are acceptable in common software applications. PDF files are preferred, in export style, "Press" or "Press Optimized," with all fonts embedded. Include all fonts (both screen and printer). Graphic images should be either EPS or TIFF, minimum 300dpi at actual size; line art should be a minimum 1,200 dpi at actual size. Color must be CMYK (RGB not accepted); any halftones must be grayscale. Color proofs (digital or analog) must be furnished.

### 7. SHIPPING ADDRESSES

- Publisher:** Sommelier Journal, 1828 Pearl St., Boulder, CO 80302. Phone: (303) 440-0372; fax: (303) 443-9356.
- Printer:** Publication Printers Corp., 2001 S. Platte River Drive, Denver, CO 80223. Phone: (303) 936-0303; fax: (303) 934-6712.

### 8. ADVERTISING POLICY

Sommelier Journal publishes advertisements of products and services of interest to wine professionals, producers, and enthusiasts. Publication implies no endorsement or guarantee by Sommelier Journal or JCO, Inc. Sommelier Journal reserves the right to refuse any advertising it deems inappropriate. Advertisements related to employment, sale of equipment, supplies, or anything else by individuals will be accepted in the classified ad section only. Sommelier Journal may require that the word "Advertisement" be prominently displayed at the top of any advertisement that, in its opinion, resembles editorial matter. These guidelines are subject to periodic review and modification appropriate to new situations or new information.