

MECHANICAL REQUIREMENTS FOR

# RELOCATING

TO THE LAKE OF THE OZARKS

MAGAZINE

## AD SIZES:

Full-Page Ads

### Full Page Trim

8 3/8" x 10 7/8"

### Live Area

7 1/4" x 9 3/4"

### Full Page Bleed

8 5/8" x 11 1/8"

Fractional-Page Ads

### 1/2 Horizontal

7 1/4" x 4 3/4"

### 1/2 Island

4 3/4" x 7 1/4"

### 2/3 Page

4 3/4" x 9 3/4"

### 1/3 Page

4 3/4" x 4 3/4"

### 1/3 Vertical

2 1/4" x 9 3/4"

### 1/6 Horizontal

4 3/4" x 2 1/4"

### 1/6 Vertical

2 1/4" x 4 3/4"

**\* Please make sure all critical text, imagery, information, etc. is set in AT LEAST 1/2 (0.5) inches in from the trim edge on all sides on FULL-page ads.**

## CTP:

Workflow is all CTP, computer to plate. Files must follow the below specifications to meet the criteria or extra charges could apply if additional work is needed.

**FULL PAGES MUST BE SET UP AT TRIM SIZE- WITH AT LEAST 1/8-INCH BLEED MARGIN ON ALL SIDES.**

## DISK:

Mail all Zip or CD disks to  
Patrick Kipp - Art Director  
Lake of the Ozarks Second Home Living Magazine  
2140 Bagnell Dam Blvd., Suite 303-E  
Lake Ozark, MO 65049

## ALL FILES MUST CONTAIN:

- Ad in high-resolution PDF format- CMYK color
- If not in PDF, Ad must be in Adobe InDesign or Quark Xpress 4.0 or 4.11
- Images provided digitally must be CMYK Hi-Resolution (300 dpi), in .tiff or .eps format
- Logo and Art materials used
- Fonts/Screen & Printer—  
Use Opentype fonts if possible
- **DO NOT apply overprint settings to any elements of provided advertisement.**
- **DO NOT submit ads as Adobe Illustrator documents.**

## SEND WITH DISK:

- Print-out of Ad for reference (4-color if available)
- Print-out of documents on disk

SEND MATERIALS TO 2140 BAGNELL DAM BLVD., SUITE 303-E, LAKE OZARK, MO 65049  
PRODUCTION QUESTIONS CALL PATRICK KIPP AT (573) 365-2332  
FAX: (573) 365-2351 • E-MAIL: patrick.kipp@gmail.com