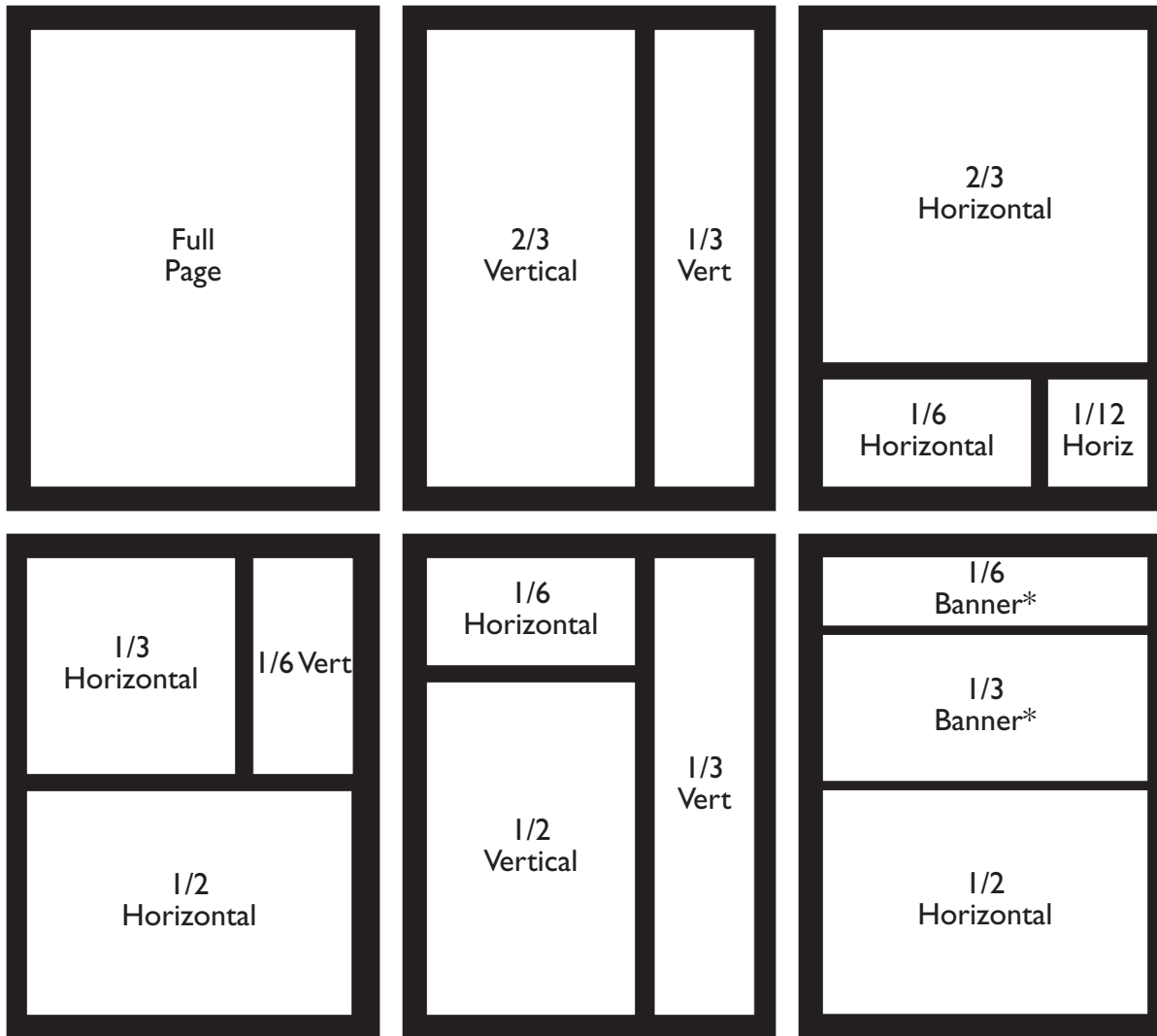


LSM & LSTG Print Advertising Size Specifications – 2017



Ad Size	Pica Measure	Inch Measure
Trim (1.0000)	48.75p x 65p	8.125" x 10.875"
Bleed (1.0000)	50.25p x 66.75p	8.375" x 11.125"
Full (1.0000)	42p x 59p	7" x 9.833"
Marketplace	42p x 58p	7" x 9.667"
2/3 H (0.6667)	42p x 44p	7" x 7.375"
2/3 V (0.6667)	27.5p x 59p	4.583" x 9.833"
Marketplace	27.5p x 58p	4.583" x 9.667"
1/2 H (0.5000)	42p x 29p	7" x 4.833"
Marketplace	42p x 28p	7" x 4.667"
1/2 V (0.5000)	27.5p x 44p	4.583" x 7.333"
1/2 VQ (0.5000)	20.5p x 59p	3.417" x 9.833"
1/3 H (0.3333)	27.5p x 29p	4.583" x 4.833"
Marketplace	27.5p x 28p	4.583" x 4.667"
1/3 V (0.3333)	13p x 59p	2.167" x 9.833"
Marketplace	13p x 58p	2.167" x 9.667"
1/3 Banner (0.3333)	42p x 19p	7" x 3.125"
*Use Allowed ONLY by prior arrangement		
1/4 HQ (0.2500)	20.5p x 29p	3.417" x 4.833"
1/6 H (0.1667)	27.5p x 14p	4.583" x 2.333"
1/6 V (0.1667)	13p x 29p	2.167" x 4.833"
Marketplace	13p x 28p	2.167" x 4.667"
1/6 Banner (0.1667)	42p x 9p	7" x 1.500"
*Use Allowed ONLY by prior arrangement		
1/8 HQ (0.1250)	20.5p x 14p	3.417" x 2.333"
1/12 H (0.0833)	13p x 14p	2.167" x 2.333"
Marketplace	13p x 13p	2.167" x 2.167"

"Q" formats restricted to like quarter-page combinations
All Marketplace formats sized for 1-pica category header

"I am a painter and have used the photography and other items in your magazine as inspiration for my paintings. Thank you for this wonderful magazine. It keeps me in touch with the area I love!"

– Janet Davis, Coleman, Michigan

Rate Card 39
Effective through August 31, 2017

1-888-BIG LAKE (888-244-5253)
Duluth-Superior area, 218-722-5002



Lake Superior Magazine • Lake Superior Travel Guide
Published by Lake Superior Port Cities Inc.
P.O. Box 16417 • Duluth, MN 55816-0417
218-722-5002 • FAX 218-722-4096
adv@lakesuperior.com
www.LakeSuperior.com

LSM & LSTG Print Ad Detailed Materials Requirements



All Camera-Ready Ads MUST BE DIGITAL, include All Fonts and Graphics and be in Macintosh Format Only.

2 Color
3 Color
4 Color

Format
Macintosh

Applications
QuarkXPress*
InDesign*
Photoshop EPS/Tiff
Illustrator EPS

File Transfer
CD
DVD
Flash Drive
Email (8 MB or Less)

FTP Transfer
Call for instructions

*Include Native files and Fonts

ATTENTION: Email attachments cannot be larger than 8 MB. Otherwise send on a disk, flash drive or as FTP transfer.

We would be happy to provide production services for those who cannot supply Macintosh files.

Mechanical Specifications

PRINTING

Offset, Perfect Bound

Trim Size – 8 1/8" x 10 7/8" (Three columns)

REQUIRED MATERIALS

LSPC publications are desktop produced and 100% digitized. We prefer QuarkXPress, InDesign, TIFF, EPS or PDF files for **all** digital-ready ad materials. Native files must include Macintosh screen AND printer font files, EPS files, TIFF files and other graphic files linked to the document, including embedded graphics. It is recommended that you use a FlightCheck program or collect method to gather all files. **Publisher will not be responsible for poorly constructed ads that do not meet industry standards.** Excess costs associated with correcting digital-ready ads may be passed on to the advertiser.

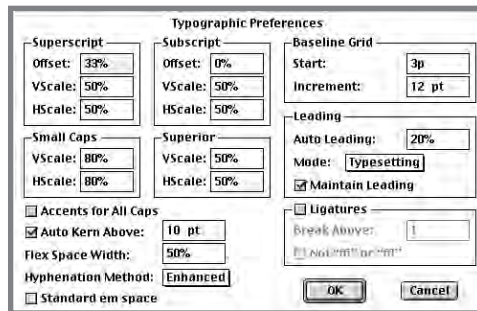
Digital-READY SPECS: Digitized computer files are required for **ALL** advertising materials. We print at 175 lines. Graphic files must meet **800 dpi minimum/1200 dpi maximum** for line art, **400 dpi minimum/500 dpi maximum** for all other art. This is especially important when embedding images within PDFs and EPS files. **All color graphics MUST be set to CMYK standards with specific color names** (do not use "NEW COLOR"). We recommend names using color values: i.e. "100c100m25k" instead of "dark red."

QUARKXPRESS NATIVE FILES
TYPOGRAPHIC PREFERENCES must be set at these values – **Superscript offset:** 33%, VScale: 50%, HScale: 50%. **Subscript offset:** 0%, VScale: 50%, HScale: 50%. **Small Caps:** VScale: 80%, HScale: 80%. **Superior:** VScale: 50%, HScale: 50%. **Auto Kern Above:** 10 pt. **Flex Space Width:** 50%. **Baseline Grid:** Increment 12 pt. **Auto Leading:** 20%. **DO NOT lock material to the baseline.** Our baseline may not match yours. A laser proof of material should accompany all computer files.

QUARKXPRESS NATIVE FILES

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TOPE DENSITY: Recommended 175-line screen. **Digital-ready ads must meet 800 dpi minimum.** **Black-and-White** and **two-color** screens – Maximum density 200%; second color



not to exceed 100%. Second color consists of process ink or a matched PMS ink. PMS ink quoted at additional cost because this adds a fifth color to the printing. **Four-color** screens – CANNOT exceed 260% total in any given area; maximum density for any one color not to exceed 65%. Rotation: Black, Cyan, Magenta, Yellow.

COLOR PROOF: A 4-color printing proof is no longer necessary for color material.

PDF FILES: Because our products are produced as PDF files for printing, we will convert PDFs to TIFF images. We **cannot guarantee** the nuance of color shift or images when converting PDFs for printing. To control your color, submit ads as Tiff or EPS files.

AD MATERIALS, DEADLINES, ARTWORK, PRODUCTION, PROOFS AND CHARGES

DEADLINE FOR DIGITAL-READY is one week **after** Ad Close. Ads to be prepared by publisher generally are due by one week **before** Space Deadline.

AD PRODUCTION: Advertiser may purchase production services (typesetting/scanning) on ads not digital-ready.

PROOFS: PDF screen proofs of advertising that requires production are provided to advertisers sending complete material at least 5 working days prior to Space Reservation Deadline. Proof corrections or changes will be billed if they are the responsibility of the advertiser. Unless return is requested, original production materials will be retained no more than one year. Transfer media generally will not be returned unless requested. Publisher is not responsible for materials left unclaimed for more than a year.

SPECIAL REQUIREMENTS, artist consultation and changes made to the ad after production is completed will be charged at a \$75 per hour rate with a \$15 minimum. Duplicate files and transfers to disk, conversions, revisions, color printer's proofs, resizing and other special requirements may be billed as Production Charges, if applicable.

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