

2010 Event Program Advertising Specs

The Fairfield County Concours d'Elegance Program is laid out in Adobe InDesign CS4 on a Macintosh. We send pages to our printer as Adobe PDF files.

To insure the best and most consistent print quality for your files, we have developed the following requirements: Preferred file types are PDF, EPS and AI (for EPS and AI we prefer CS4 or CS2). Any other file type must be approved before delivery by Frank Taylor. Please contact Frank at frank@fairfieldcountyconcours.com with any questions regarding these file requirements. Vector Illustration (logos) in either Illustrator CS2 or CS4 format files are acceptable. Color Ads must be full process CMYK only with NO Spot color, NO Pantone colors or anything else. Please convert all placed files to CMYK before sending; failure to do so will mean we cannot insure accurate color reproduction. Please convert type to paths. Do not send type.

FILE DELIVERY

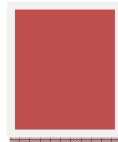
FTP: We have an FTP site for delivery of ad files of any size, or we can pick them up off your FTP server. Please inquire for details. You can send a CD with your file to: Frank Taylor, Fairfield County Concours d'Elegance, 146 Danbury Rd., Box 10, Wilton, CT 06897

NOT ACCEPTED: ZIP (any type), JAZ, Syquest or anything not mentioned above. JPEG images or logos from the internet or web; PDF or EPS made from JPEGs.

Advertisement Sizes:

FULL PAGE:

TRIM: 8.5" x 11"
BLEED: 8.75 x 11.25 (1/8" bleed all around)
Safety Area: no ad content within 1/2" of Trim



HALF PAGE: (Horizontal)

TRIM: 8.5" x 5.5"
BLEED: 8.75 x 5.625 (1/8" Bleed outside dimensions)
Safety Area: no ad content within 1/2" of Trim



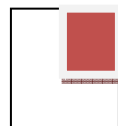
HALF PAGE: (Vertical)

TRIM: 4.25" x 11"
BLEED: 4.625x 11.25 (1/8" Bleed outside dimensions)
Safety Area: no ad content within 1/2" of Trim



QUARTER PAGE:

TRIM: 4.25" x 5.5"
BLEED: 4.625" x 5.625" (1/8" bleed off outside dimensions)
Safety Area: no ad content within 1/2" of Trim



Placement of ads at our discretion. Cover advertisements are not available.