



# SALT LAKE VISITORS GUIDE



**2022-23 ISSUE DEADLINES AND SPECS**  
Press ready ads due April 8th  
Design Materials due on or before April 1st

## AD SPECS

\* **2 PAGE SPREAD**  
Trim Size - 10.5 x 8.375  
With Bleed - 11 x 8.625

\* **FULL PAGE**  
Trim Size - 5.25 x 8.375  
With Bleed - 5.5 x 8.625

\* **HALF PAGE**  
4.375 x 3.625

**DINING**  
3.8 x 2.22

All text and or logos need to be .375 inches away from all edges of the page.

## PRODUCTION CHARGES

Full Page	\$225
Fractionals	\$125
Minor Changes to Ad	\$35
Major Changes to Ad (Hourly)	\$75

- Stock Photography included in Design Fee.
- A previous ad will be used if art is not received by the indicated deadlines.

Compiled by the Editors of

# saltlake

MAGAZINE

## PRESS-READY REQUIREMENTS

- Supported files: PDF, JPEG
- All graphics should be 300 ppi at printing size and in CMYK.
- Convert all Pantones to CMYK
- Use support black for solid blacks: C 40 M 30 Y 30 K 100
- Use 100% black for all small text: K 100
- Double check PDF for separation and overprint problems.
- Create registration/crop marks outside of the bleed area.
- Keep important information .375 inches from the trim edge.
- Preferred file delivery methods are, Dropbox, WeTransfer, and e-mail if under 10mb.

## SEND YOUR FILES

Email as an attachment  
WeTransfer.com  
Dropbox.com

Please let us know what client the ad is for, whether it's for your company or someone else's.

Share files to  
production@saltlakemagazine.com