

MECHANICAL SPECIFICATIONS

This publication prints computer-to-plate. No film. If film materials are sent, they will need to be scanned at our printer's facility for a nominal charge. Although slight, there will be some loss of quality if this is necessary. The materials listed below are recommended.

PUBLICATION TRIM SIZE 9" x 9"

LINE SCREEN/DENSITY 175 line / 300% maximum density

AD DIMENSIONS

Full Page

Two-Page Spread

NON-BLEED SIZE*

8-1/4" x 8-1/4"

17-1/2" x 8-3/8"

BLEED SIZE*

9-1/4" x 9-1/4" * (live area: 8-3/8" x 8-3/8")

18-1/4" x 9-1/4" * (live area: 18-11/16" x 8-3/8")

*NOTE: All live matter must be at least 5/16" from the TRIM of the magazine. The bleed size listed above is the page trim size with 1/8" minimum bleed added to all sides. It is not the trim size. Make sure that copy does not run into the gutter on two-page spread ads.

DIGITAL FILE REQUIREMENTS We accept the following native file formats: Adobe InDesign (preferred), Quark Xpress, Adobe Photoshop, Adobe Illustrator. You must package or collect all support files including fonts. True type and .dfonts are not acceptable and will be substituted with the closest equivalent. Do not apply style attributes to fonts. Use only standard Adobe fonts in PC-created documents. Convert all PMS spot colors used in any application to CMYK.

IMAGES All images must be submitted (grayscale or CMYK) as native Photoshop psd, EPS or TIFF at 300 dpi. (Images supplied at lower resolution will result in an inferior print quality that will not be the publisher's responsibility.) Any images supplied as RGB, index, lab or containing color profiles will be converted to CMYK which may result in an undesirable color shift. We cannot be responsible for files supplied in formats other than CMYK.

PDFS PDF x1a files are acceptable only if they meet size, color and resolution requirements as detailed in the Images section above.

PROOFS For color-sensitive materials a proof created to SWOP specifications is required. Ink jet and laser prints are acceptable for content only. We will not be responsible for color shifts on press if no approved color proof has been supplied.

BEFORE SUBMISSION Prior to submitting materials, a PDF of the ad MUST BE e-mailed to tracie.mclaughlin@mcmurry.com for corporate approval.

FTP SITE INFORMATION <http://webapps01.mcmurry.com/webapps/ftp> • username: ritzdrop • password: carlton. If your file is larger than 50MB, please call for additional instructions.

PLEASE SHIP MATERIALS AND DIRECT QUESTIONS TO THE FOLLOWING ADDRESS Weddings by The Ritz-Carlton magazine
c/o McMurry • McMurry Campus Center • Attn: Nicole Dean
1010 E. Missouri Ave., Phoenix, AZ 85014 • Phone: 602.395.5850 • Fax: 602.395.5853