



PHOTO BY BRENT MOSS

ad design



ad mastering

SOPHISTICATION. ELEGANCE. LUXURY.

These are the ideas that *Mountain Living* strives to communicate with every page of the magazine, from editorial to advertisements. Each page contributes equally to a reader's experience, so keep these ideas in mind as you create your advertisement for *ML*. Should you require assistance or just another set of eyes, please contact us. We're happy to help!

2010 AD GUIDELINES

Photos

2-page spread ad:

- We strongly suggest 1-2 large photos
- A second option is 2-4 large photos
- If you would like to include more than 4 photos, the maximum for a 2-page spread is 6 photos (2 large, 4 small)

1 full-page ad:

- Preferably 1 large photo
- Maximum of 3-4 photos (1 large, 3 small)

1/2-page ad:

- Preferably 1 photo
- Maximum of 2 photos (1 large, 1 small)

Text

In addition to your logo, include contact information consisting of your web address and phone number only. If you need to indicate a city location, please consider listing the city/cities only, as readers can find your street address easily on your web site.

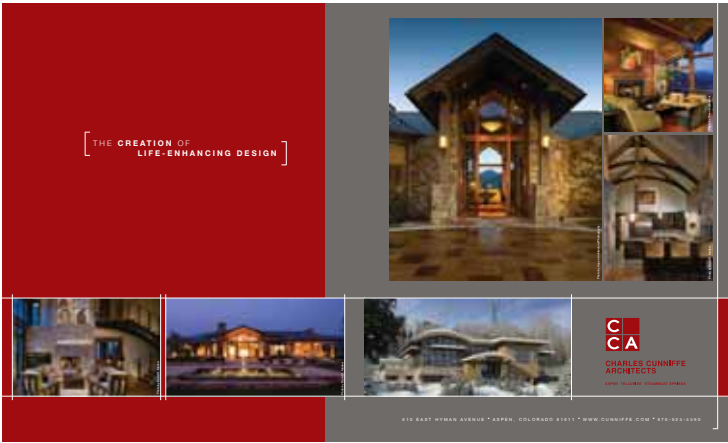
Additional text (tagline or description): Maximum of 20 words. Again, readers can find detailed company and product information on your web site.

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EXAMPLES OF TOP-PERFORMING ADS:



FULL PAGE ADS



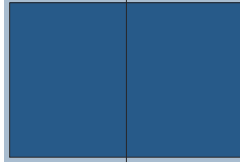
2-PAGE SPREAD



HALF-VERTICAL ADS

Source: 2009 Ad-Q Research Study

ad specs

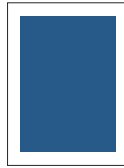


2-PAGE SPREAD BLEED
18.25 x 11.125

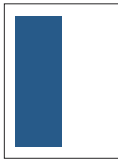
Leave 1" space between text/important graphics where they cross the gutter (or .5" on each side)



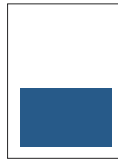
FULL-PAGE BLEED
9.25 x 11.125
(SEE BELOW)



FULL PAGE
8.5 x 10.375



1/2-PAGE VERTICAL
3.975 x 10



1/2-PAGE HORIZONTAL
8.15 x 4.897

SPECS FOR FULL-PAGE-BLEED ADS

BLEED SIZE:

(9.25 x 11.125)

This section of your graphics will be trimmed off after printing.

TRIM SIZE:

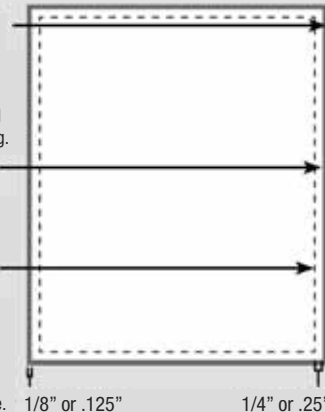
(9 x 10.875)

Actual edge of the final paper.

SAFE SIZE:

(8.5 x 10.375)

Absolutely no text, logos, or important parts of the photos beyond this line.



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digital file requirements

REQUIRED AD MATERIALS FOR AD MASTERING

If *ML* is designing your ad, submit the following materials

- 3-5 images: must be 300 DPI resolution & at least 4 x 5 inches
- Logo: 300 DPI resolution & an EPS, TIFF or .AI (Adobe Illustrator) file
- Text and contact information: maximum of 20 words

CAMERA-READY ADS

If ad is submitted as a PDF

- 300 DPI resolution, PDF "X1A" with a .125" bleed on all four sides and no crop marks
- Composite CMYK with layers/transparencies flattened
- For any PDF created from InDesign, check the "Preserve Overprint" box in your Acrobat settings
- Embed all images and fonts

If ad is submitted as a Photoshop Document

- CMYK or grayscale (not RGB) mode
- 300 DPI resolution (Photos or logos taken from a Web site are 72 DPI in resolution and therefore not acceptable for printing.)
- Save as TIFF or EPS (DCS off). If Photoshop file contains fonts, flatten to one layer and save as an EPS.

If ad is submitted as an Illustrator Document

- CMYK mode (no spot/Pantone colors)
- Convert all fonts to outlines

Visit ncitools.com for assistance (choose ad agency)

We will attempt to recognize inaccurate files submitted, but are not responsible for printed material from faulty artwork.

FILES CAN BE SUPPLIED VIA

- Posted on the FTP site (notify Caroline Graf at cgraf@nci.com)
- E-mailed to Caroline Graf if less than 8 MB in size
- CD

ad deadlines

JANUARY/FEBRUARY 2010

Ad Materials Due: **Nov. 16, 2009**

On newsstands: **Jan. 5, 2010**

MARCH/APRIL 2010

Ad Materials Due: **Jan. 14, 2010**

On newsstands: **Mar. 2, 2010**

MAY/JUNE 2010

Ad Materials Due: **Mar. 18, 2010**

On newsstands: **May 4, 2010**

JULY/AUGUST 2010

Ad Materials Due: **May 12, 2010**

On newsstands: **June 29, 2010**

SPECIAL ANNUAL EDITION

Ad Materials Due: **June 16, 2010**

On newsstands: **Aug. 3, 2010**

SEPTEMBER/OCTOBER 2010

Ad Materials Due: **July 15, 2010**

On newsstands: **Aug. 31, 2010**

NOVEMBER/DECEMBER 2010

Ad Materials Due: **Sept. 16, 2010**

On newsstands: **Nov. 2, 2010**

All Ad Materials are to be loaded to our FTP site or e-mailed to Caroline Graf at cgraf@nci.com. Please notify Caroline of which option you choose to submit your materials.



ftp info

FTP SITE

Host: ftp.treb.com

User: ftpstories

Password: wiesner21

Drag & drop your file into the "Mountain Living" ads folder.
Please include your company's name in the name of your file.
All Ad Materials are to be loaded to our FTP site or e-mailed to
Caroline Graf at cgraf@nci.com. Please notify Caroline of which
option you choose to submit your materials.

FILES CAN BE SUPPLIED VIA

- Posted on the FTP site
- E-mailed if less than 8 MB in size
- CD

NOTE: You must notify Caroline Graf when you have uploaded
your files to the FTP site at cgraf@nci.com or 303.278.2053.