

MATERIALS SPECIFICATIONS

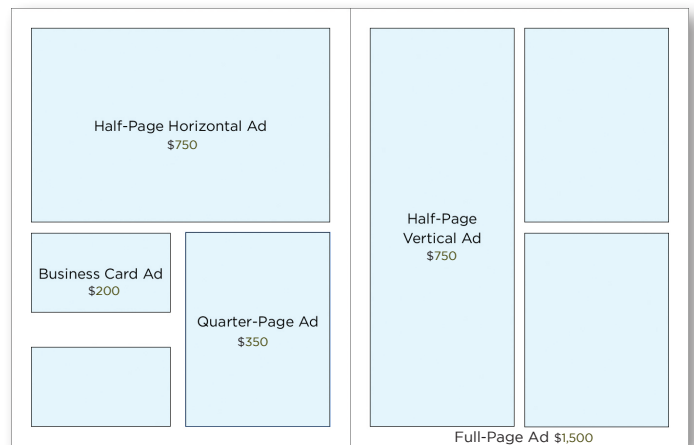
2020 Signature Kitchen Tour Book

Please use the following information to create and submit your ad within SolMATEO printing guidelines and deadline of **Friday, March 27, 2020**.

Printed Tour Book Specs: Page trim size: 8.5 x 11"
Paper: 80# glossy
Printing: full color
Binding: saddle stitch

PRINT AD SIZES

Double Page Spread	17 x 11" (w/bleed 17.5 x 11.25")
Full-Page Cover	8.5 x 11" (w/bleed 8.75 x 11.25")
Full-Page Interior	7.5 x 10"
Half-Page Horizontal	7.5 x 4.875"
Half-Page Vertical	3.625 x 10"
Quarter-Page	3.625 x 4.875"
Business Card	3.5 x 2"



FILE SPECIFICATIONS

- Color images must be in CMYK format (No RGB or spot colors)
- CMYK images should have a minimum resolution of 300dpi
- B&W images should be saved as grayscale (No RGB or spot colors)
- All fonts must be embedded

File Format

PDF files are required and must be press ready.

Naming your File

It is important that your ad file contains the name of the advertiser/sponsor.
For example: SpecialOccasionSpecialists.pdf

Graphic Design Services

Ads requiring modifications or to be created will be charged an hourly fee of \$125. Please contact Jill Reinemann of Rhino Design Works at jill@rhinodesignworks.net.

CONTACT/SUBMIT ARTWORK TO:

Dierdre Zimits
SolMATEO Tour Book Co-chair
info@solmateo.org
650-504-2233

Please email electronic files with *SolMATEO KT Ad* in the subject line.