



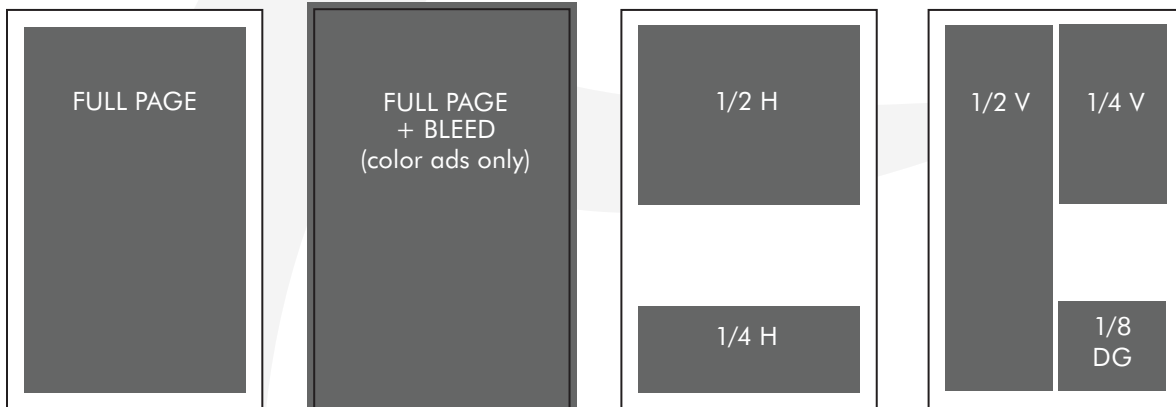
FOOTLIGHTS.COM[®]

Program Mechanicals

Footlights page size 5.375 x 8.375
Full page* 4.625 x 7.625
Full page +bleed* 5.625 x 8.625
(color only)

1/2 horizontal 4.625 x 3.75
1/2 vertical 2.25 x 7.625
1/4 horizontal 4.625 x 1.825
1/4 vertical 2.25 x 3.75
1/8 dining guide 2.25 x 1.8

Ad sizes are width x height and are measured in inches



* Full page ads without bleed are designed to fit within the page's margins. Full page ads are only allowed to bleed if they are full color. Full bleed ads must have a .125in bleed surrounding all sides and are designed without any graphic elements or text within .25in from final trim size.

- Ads provided must be in the following formats: PDF, Adobe Illustrator, Adobe Photoshop, or Adobe InDesign. Publisher files are not accepted.
- High-resolution scans should be supplied at 300 dpi, line art at 600 dpi and should be saved as EPS, TIFF, or JPEG. Color images must be saved as CMYK. Pantone colors need to be converted to CMYK.
- All printer and screen fonts must be provided or saved as outlines.
- Publications are printed web and/or sheetfed and saddle stitched.
- No charge for basic black & white ad production, which includes typesetting copy and simple layout.
- Additional services (graphic design, logo design, copy writing) will be billed at \$65/hour, plus materials.
- Final ads can be e-mailed as attachments to ssallmann@footlights.com.