





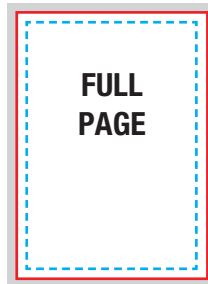


For more information, please call Linda Costello in the graphics and production department at (760) 213-0512, or e-mail linda@ocdirectory.com

Ad Sizes/Specifications

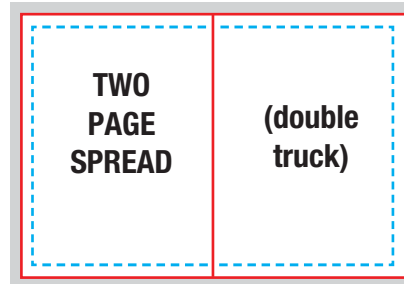
Key

-  = Page Size
-  = Page Cut
-  = Ad Area
-  = Bleed



Ad with NO BLEEDS - 5 x 7.625
(ad fits in the dotted blue lines)

Ad with BLEEDS - 5.875 x 8.875
(ad extends into the gray area)



Ad with NO BLEEDS - 10 x 7.625 - allow for fold in middle
(ad fits in the dotted blue lines)

Ad with BLEEDS - 11.375 x 8.875
(ad extends into the gray area)

Terms

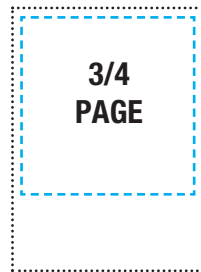
OUR PAGE SIZE IS 5.5 x 8.75.

Please do not make your ad that size. Follow guidelines at right for proper sizing.

The ads must fit within a “live” area that is 1/4 inch from the edge of the cut page. The dotted blue lines in these size charts show your “live” area. Any item that is outside the blue dotted lines marking the ad size is at risk of being cut from the page.

Bleed

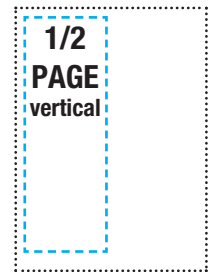
Bleed is when color touches the edge of a page. Required bleed is 3/16” beyond the cut page size. Only full page ads may have a bleed, and must extend all the way out to the full bleed size. Be sure to delete all crop marks.



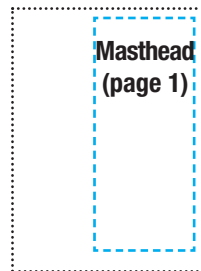
Ad size - 5 x 5.75
(ad fits in the dotted blue lines, and may not bleed off)



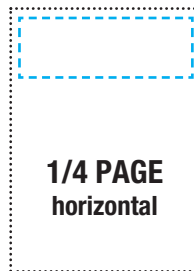
Ad size - 5 x 3.75
(ad fits in the dotted blue lines, and may not bleed off)



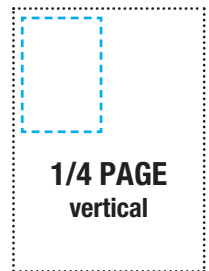
Ad size - 2.37 x 7.625
(ad fits in the dotted blue lines, and may not bleed off)



Ad size - 3 x 7.625
(ad fits in the dotted blue lines, and may not bleed off)



Ad size - 5 x 1.75
(ad fits in the dotted blue lines, and may not bleed off)



Ad size - 2.375 x 3.75
(ad fits in the dotted blue lines, and may not bleed off)



ORANGE COAST COMMUNICATIONS

Your Community Directory Publisher
3713 Cedar Vale Way, Fallbrook, CA 92028
Phone 949.588.8134 • Fax 760.451.1195

PRINT AD SPECIFICATIONS

ORANGE COAST COMMUNICATIONS

General Information and Preferences

Please set your colors to CMYK only, using SWOP print standards.

CONVERT ALL RGB AND SPOT COLORS TO CMYK before sending.

All black text should be 100% black only - no CMYK (rich) black text.

Orange Coast Communications reserves the right to review and correct any submissions that do not meet this criteria.

Final Format Submissions

Send a PRESS QUALITY (300 dpi minimum) PDF, with all fonts embedded or outlined. A low resolution PDF will not be accepted as artwork. **PLEASE REMOVE ALL CROP MARKS/PRINTER'S MARKS BEFORE CREATING YOUR PDF.**

You may also submit a high resolution (300 dpi or higher) JPG with all colors as CMYK and crop marks removed. Be sure all black text is set to 100% black (no CMYK "rich" black) text.

Bleeds

Bleeds for full page or double truck ads must be 0.1875 on all sides (see page one). NO CROP MARKS OR PRINTER'S MARKS MAY BE LEFT IN FINAL SUBMISSION.

Ad sizes other than full page or double truck may NOT bleed.

Ads That Were Created for Another Publication

Each publication has its own ad specifications. It is highly unlikely that an ad done elsewhere will fit into our size specifications. We can, however, RESIZE previously done artwork if we can get the original files that your ad was created in. We can accept original files done in any program except Publisher. Please also provide original, high resolution files for any logos, photos or other artwork used in the previous ad. Please do NOT send images pulled from your website or the Internet, as they have a low resolution, and are not usable for commercial printing purposes.

Contact/Submission Information:

E-mail your final artwork to: linda@ocdirectory.com

Questions about your ad can be directed to:

Linda Costello, Graphics & Production Department
760-213-0512

Large/oversized ad submissions, too large to e-mail:

Contact us regarding using an FTP drop box to send your ad