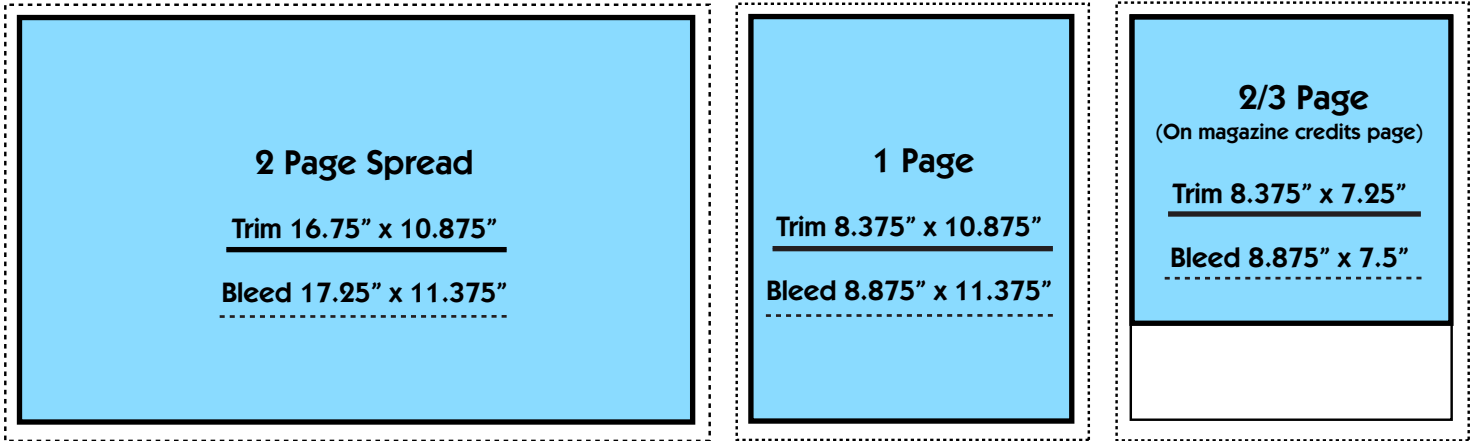
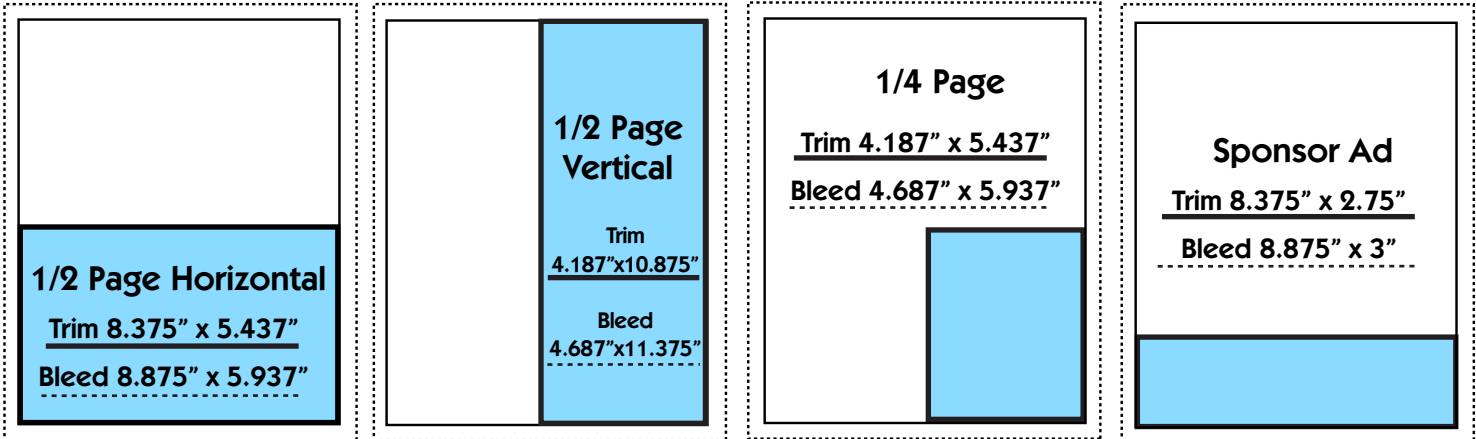


Ad Specifications



****PLEASE NOTE: There is a 1/4" bleed on all sides. All live matter must be 1/2" in from bleed edge / 1/4" in from trim edge.**



- **Design Format:** large photo, full bleed or framed with background. A few smaller inset photos can be used to supplement the larger photo. Not too much text. Please keep it clean.
- **Fonts:** BUSINESS NAME - Bodoni Reg (serif font) / LARGE CAP/SMALL CAP / 30-36 point.
 Contact Information - Kabel Reg (san serif font) / 11 point / Tag Lines - *Bodoni Italic*
- **Resolution:** 300dpi (high resolution) • **Color Mode:** CMYK, U.S. Web Coated (SWOP) v2
- **Proofs:** If an accurate color proof is not provided, DFC cannot be held responsible for variances. A SWOP color proof can be ordered at advertiser's expense if color reproduction is a concern.
- **File Preparation:** Please submit a **layered PDF file**. Save file with bleeds. **No printers marks or color bars.**
- **Ad Submission:** Send to mrogers@bajabb.com. Contact us for upload information if file too large.
- **Design Services:** Mary Rogers of Sunset Design can prepare your ad for a fee, which will be billed directly to you by Mary Rogers. Price is dependant on complexity and design time.
- **Online Ads:** Please provide the ad in the trim size as noted above. If more than one link is needed in the ad, please set in Adobe Acrobat Pro, if able. Open the document in Acrobat Pro, navigate to tools>content>links and highlight the area that you want to link to.