

MECHANICAL SPECIFICATIONS

TRIM SIZE: 8.375" (width) x 10.875" (height). **BLEED ADS:** Make sure any type or copy that you do not want cut off is placed within the "non-bleed (live image area)" specifications.

PRINT ADS: Ad Size	Bleed		Non-Bleed (Live Image Area)		Design Rate
	Width	Height	Width	Height	
Two page spread	17	11.125	16.75	10.875	\$350
One and a half page spread*	12.54	11.125	12.562	10.875	\$325
Full page	8.625	11.125	8.375	10.875	\$300
Half page vertical	n/a		3.725	9.75	\$250
Half page horizontal	n/a		7.6	4.8	\$250
Quarter page	n/a		3.725	4.8	\$200

* See reverse for types of one and a half page spreads available. Be sure to specify left, right, or split.
For split layouts use half page vertical specs and your choice of either full-page bleed or full-page non-bleed specs.



CYMK SPECIFICATIONS:

- Photoshop CS or earlier version
- Adobe Illustrator CS or earlier version
- Logos must be in Vector EPS format (line art)
- Fonts can be in PC/MAC format or converted to paths
- Photos must be in JPEG or PSD format at 300 dpi
- Type in black must be set to 100% Black
- Disks must be PC formatted on an ISO9660 CD.
NOTE: MACs can burn an ISO9660 CD.
- Clearly and completely label the disk. Include: file names, company name, your name, email, address and phone number or attach a business card.
- A Printed Color Proof must accompany all submissions.
- If you require materials returned, include a pre-addressed, postage paid envelope.

WHERE TO SEND ADS:

FTP Site Instructions:

For complete FTP upload instructions send an email request to FTP@mycityeats.com

Email: info@mycityeats.com

Supply a jpeg proof and hi-res files for print ads. Make sure print ads are zipped or stuffed files..

	Space Deadline	Materials Deadline
Winter	12/15	12/15
Spring	3/15	3/15
Summer	6/15	6/15
Fall	9/15	9/15