

Production Guidelines and Electronic File Requirements

Okemo Magazine uses direct-to-plate publishing technology, and advertising rates are based on receipt of ads in an electronic format as described:

Prepare and deliver materials as follows:

- Image must be CMYK, no spot color
- Provide files on CD-ROM (Mac-format preferred) or via e-mail (if under 4.5 MB)
- All ads must be accompanied by a color proof to ensure correct color reproduction.

Provide materials in the following formats:

PDF is the preferred format because it ensures that, whether produced by a PC or a Mac, there will be no font issues and all elements of the ad will print exactly as provided. The following PDF settings should be used when distilling the ad: Level 1, binary, include preview pict, include all fonts, transparency quality/speed: highest/lowest, color profile: same as source, include transfer function.

TIFF: 300 dpi and scaled at 100%.

EPS: Embed all fonts (printer and screen) and images and include them on disk, 300 dpi, and scaled at 100%.

Fonts: If using Illustrator to create ad, “create outlines” for text if not including fonts. Use separate suitcases for all screen fonts. Do not compile into one screen font folder.

Okemo Magazine is printed on high-speed web offset presses, SWOP standards apply. Live material (copy) must be kept 3/8" from the trim. We adhere strictly to the listed dimensions; we do not run inaccurately sized advertisements. Resizing will incur a production charge.

No materials will be returned before publication date. Materials will be returned upon request after publication.

Materials on hand after one year may become lost or destroyed.

Okemo Magazine is published by
Okemo Mountain Resort
77 Okemo Ridge Road
Ludlow, Vermont 05149

OKEMO

M A G A Z I N E

Contact

Bonnie MacPherson

Okemo Mountain Resort
77 Okemo Ridge Road, Ludlow, VT 05149

Phone: (802) 228-1947 · Fax: (802) 228-1987

Email: pr@okemo.com · Web: www.okemo.com



2011
RATE CARD

