

The Preiser Key to Napa Valley

Mechanical Requirements

To ensure that your ad reproduces with the highest quality possible, please pay careful attention to the following mechanical requirements.

File Formats

- Files must be saved and provided to The Preiser Key on a CD-ROM.
- All high-resolution images and fonts must be included with your file.
- Only use Type 1 Fonts-No TrueType fonts.
- Images must be SWOP (CMYK or Grayscale) TIFF or EPS 300 dpi or greater.
- Total area density should not exceed SWOP 300% TAC.
- NO RGB or JPEG Images. Do not nest EPS files into other EPS files. Do not embed ICC profiles within images.

Ad Submission Specifications

- Ads submitted without borders that are less than a full page in dimension may have borders added at the production manager's discretion if the ad is created with a white background or color opacity of less than 20%. This is to ensure separation between editorial and advertising content. We strongly advise that advertisers add their own borders when necessary.
- Black-and-white ads cannot be submitted as color.
- Please scan your discs for viruses.

Proofing

Color proofs should be submitted with digital files, and they should be printed at 100 percent. In absence of paper proofs or unacceptable proofs, The Preiser Key is not responsible for the color reproduction.

Digital color calibrated proofs that meet SWOP standards should be used for digital ad materials. Black-and-white laser proofs are acceptable with color ads, but The Preiser Key cannot guarantee accurate color with such submissions. In cases when proofs cannot be supplied at 100 percent, please clearly indicate at what percentage the proof is printed. Sorry, we cannot be responsible for returning proofs. Please print your files to a PostScript printer prior to submission as a precautionary measure.

Platform & Software

The Preiser Key is produced on an all-Macintosh computer network; PC formatted files may require rebuilding at advertiser's expense.

General Advertising Specifications

In keeping with industry standards regarding digital ad delivery, The Preiser Key is now promoting PDF/X-1a as the preferred submission format for all advertising files. HOWEVER, if you are not fully conversant with this file format, please submit your files in the native applications shown below, with all appropriate

placed images and fonts. Please do not make a low res PDF and submit it for publication.

Acceptable Applications:

Quark Xpress (6.x or higher)
Adobe Photoshop (4.x or higher)
Adobe Illustrator (6.x or higher)
InDesign CS or CS2

The Preiser Key cannot guarantee correct output from any other application (Adobe PageMaker, PowerPoint and any word processing applications). Ads built and submitted in such programs may need to be rebuilt at the advertisers expense.

Fonts should be PostScript, Type 1 fonts. The Preiser Key cannot guarantee correct output of any file using TrueType fonts. Both screen and printer fonts must be included with your ad. This includes fonts used in EPS files.

Colors should be built using a CMYK model. All spot colors will be converted by The Preiser Key to the closest possible CMYK equivalent. All images used in the layout of your ad must be included with your submission.

Images

- Raster images should be scanned at 100 percent at a print resolution of 300 dpi, and saved as CMYK or Grayscale TIFF images.
- Bit-mapped images are acceptable for most scanned logos.
- Vector images should be saved as EPS files in CMYK colors with outlined fonts. Raster images in EPS files must be embedded.

Images not meeting these specifications are subject to refusal and the advertiser risks incurring late charges. Dot values in raster images of 85 percent may print solid, and 3 percent may print white.

- Ad layouts should be designed to the ad size: any placement, approval information, or other information should be placed on the pasteboard. At this time, The Preiser Key does not accept bleed ads. Any ad created with a document size different from the ad size may be subject to additional production fees for rebuilding the ad.

Production Charges

We would be happy to do simple construction of your ad for a set fee of \$500., provided you supply the correct graphic images and final text. Proofing is by emailed pdf only, and advertiser is responsible for providing approved color images. Please call to discuss.

If you have any questions regarding the Mechanical Requirements, please call Marianne Agnew at M. Agnew & Company at 707.963.9484, and we will do our best to clarify any issues.

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Rate Card

2008 Color Rates

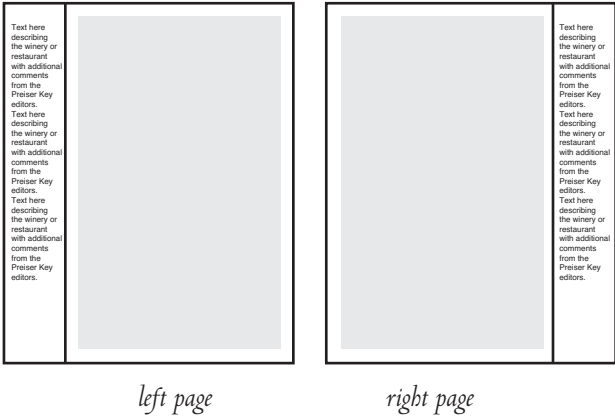
All ads are accompanied by an editor's descriptive sidebar.
All rates are per insertion. 10% discount on 3-issue contracts.

1-Page

Dimensions: 6" x 9.75"
Rate: \$3500

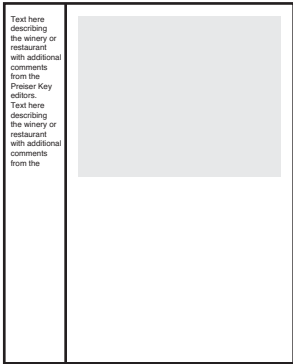
2-Page Spread

You may elect to take two facing pages. The dimensions are the same as for two single pages.
Rate: \$6300



1/2 page

Dimensions: 6" x 4.75"
Rate: \$2600



Additional Fees

PREMIUM POSITIONS: Back cover available at standard rate plus 25 percent. Inside covers available at standard rate plus 20 percent. All other guaranteed positions available at standard rate plus 10 percent.

Orders specifying a position for which a premium has not been paid are accepted only on a request basis, with the Publisher retaining the right to determine actual position. If a request cannot be honored, the advertiser will not be billed for the position premium but remains liable for the balance of the order. Specific premium positions may not be purchased by a single advertiser more than four times in a calendar year.

CREDIT TERMS: New Preiser Key advertisers are required to prepay for their first insertion. Full payment is due with ad

materials. Subsequent insertions will be billed upon publication.

ADDITIONAL TERMS: Additional terms and policies are spelled out in The Preiser Key's standard insertion order, which must be signed prior to placement of advertising. Contact us for further details.

DESIGN SERVICES: Our design staff can prepare your ad for a set fee of \$500. This fee includes three revisions by the advertiser. More revisions may incur additional fees.

LATE FEES: Alterations made after an issue goes to press are subject to a \$75 late fee.