



## Production Information

### Printing Process

Text and cover are both reproduced by heatset web off-set lithography.

**Bleed Size:** 8-7/16" x 11-1/8"

**Trim Size:** 8-1/4" x 10-3/4"

**Binding:** Saddle Stitch

**Format:** Three Columns

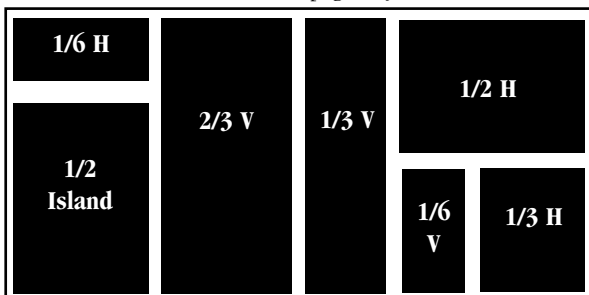
### Preferred Materials

Mac Adobe InDesign or Quark XPress. Quark XPress files must be saved as a Quark XPress 4 version. Put document(s) on CD, accompanied by all art as EPS or TIFF files in CMYK color, plus all screen and printer fonts. Also include any logos and fonts (for Mac) used in ad. A color proof must accompany all color ads. Files accepted electronically as an EPS or Adobe PDF.

## Size Specifications

<u>Unit Sizes</u>	<u>Width</u>	<u>Depth</u>
Full Page (Non-bleed)	7-1/8"	9-1/2"
2/3 Page (Vertical)	4-3/4"	9-1/2"
1/2 Page (Vertical)	3-1/2"	9-1/2"
1/2 Page (Horizontal)	7-1/8"	4-5/8"
1/2 Page (Island/Jr. Pg.)	4-3/4"	7-1/16"
1/3 Page (Vertical)	2-1/4"	9-1/2"
1/3 Page (Horizontal)	4-3/4"	4-5/8"
1/6 Page (Vertical)	2-1/4"	4-5/8"
1/6 Page (Horizontal)	4-3/4"	2-1/4"

*Position Guarantee: Full page only, 15% Premium*



## Photo Submissions

For print purposes, photos should be submitted as TIFF files. All photos should have a resolution (or dpi) of 300 and should be converted to CMYK. You may also submit photos as slides and mail them to our office to the attention of Antoine Reid, our art director. Many of these specifications can be completed or checked in photo editing programs such as Adobe PhotoShop.

## Sending Us Your Materials

1) You can send ads as Email attachments to:

**Kathy Hogrefe** - Associate Publisher  
kathyh@carolinagardener.com

**Daniel Monday** - Sales Associate  
dmonday@carolinagardener.com

**Antoine Reid** - Art Director  
areid@carolinagardener.com

2) You can send materials on CD to:

1306 West Wendover Ave., Ste. 100  
Greensboro, N.C. 27408-8118

3) You can submit files and documents via FTP:

To access the FTP site, open Internet Explorer, Netscape, Sarafi or your preferred browser and type the following in the address bar:

ftp://ftp.carolinagardener.com

You'll be prompted for the username and password. Type in *guest* for the username and *carolinagardener* for the password.

Put all materials into the main public\_ftp folder. After uploading your materials, send an Email or call Daniel Monday or Antoine Reid to notify of delivery.

## Questions

Any questions regarding photos, ad design or art-related issues can be directed to Antoine Reid. Questions regarding Web site or FTP site can be answered by Daniel Monday.