



Resource Directories
for Natural Living

NEW YORK
NEW JERSEY
LONG ISLAND
CONNECTICUT
SF BAY AREA
PENNSYLVANIA

tel: 800.486.4794
fax: 800.211.6746
naturalpages.com

POST OFFICE BOX 267
7282 SIR FRANCIS DRAKE BL.
LAGUNITAS, CA 94938

Advertising Specs: CMYK Cover ads

Formats We accept ads created in these applications: Illustrator, QuarkXpress, Photoshop, and Freehand—Macintosh versions ONLY. PC files must be saved in a Macintosh format.

Fonts Use Macintosh Postscript fonts ONLY. We do not accept TrueType, Multiple Master, or PC fonts. Do not use font “styles” in your page layout program (e.g., bold, italic); use the actual font. We reserve the right to substitute problematic fonts—if this is necessary, we will use as close a match as possible, and will fax you a proof for approval.

Images Use only CMYK TIFF or EPS files (not JPEG, PICT, GIF, or BMP files, etc.) with 300 dpi resolution at 100% size. Bitmap TIFF files must have a 1200 dpi resolution.

Ad sizes Ads MUST conform exactly to the sizes below.

PERFECT BIND* (New York, New Jersey, and Bay Area Naturally):

	live	trim	bleed
Inside Front Cover	4.5" x 7.75" .25" from left edge (see diagram)	5.25" x 8.25"	5.75" x 8.75"
Inside Back Cover	4.5" x 7.75" .25" from right edge (see diagram)	5.25" x 8.25"	5.75" x 8.75"
Back Cover	4.75" x 7.75"	5.25" x 8.25"	5.75" x 8.75"

* Perfect bind books have a glue line, which offsets the live area. Be sure to use the diagram for accurate placement. Please contact the Design Department if you would like a Quark template.

STAPLE BIND (Pennsylvania, Connecticut and Long Island Naturally):

	live	trim	bleed
All Covers	4.75" x 7.75"	5.25" x 8.25"	5.75" x 8.75"

Suggestions Use a minimum of text. Use a large graphic image if possible. Ads that are visually appealing and simple to read are more memorable. Photos need to be of high quality.

Sending Completed Ads In a single folder named with your account name, place all files: the ad, images, and fonts (both screen and printer fonts, and fonts used in any placed EPS files) as well as a color PDF of the ad at 100% size.

BY EMAIL

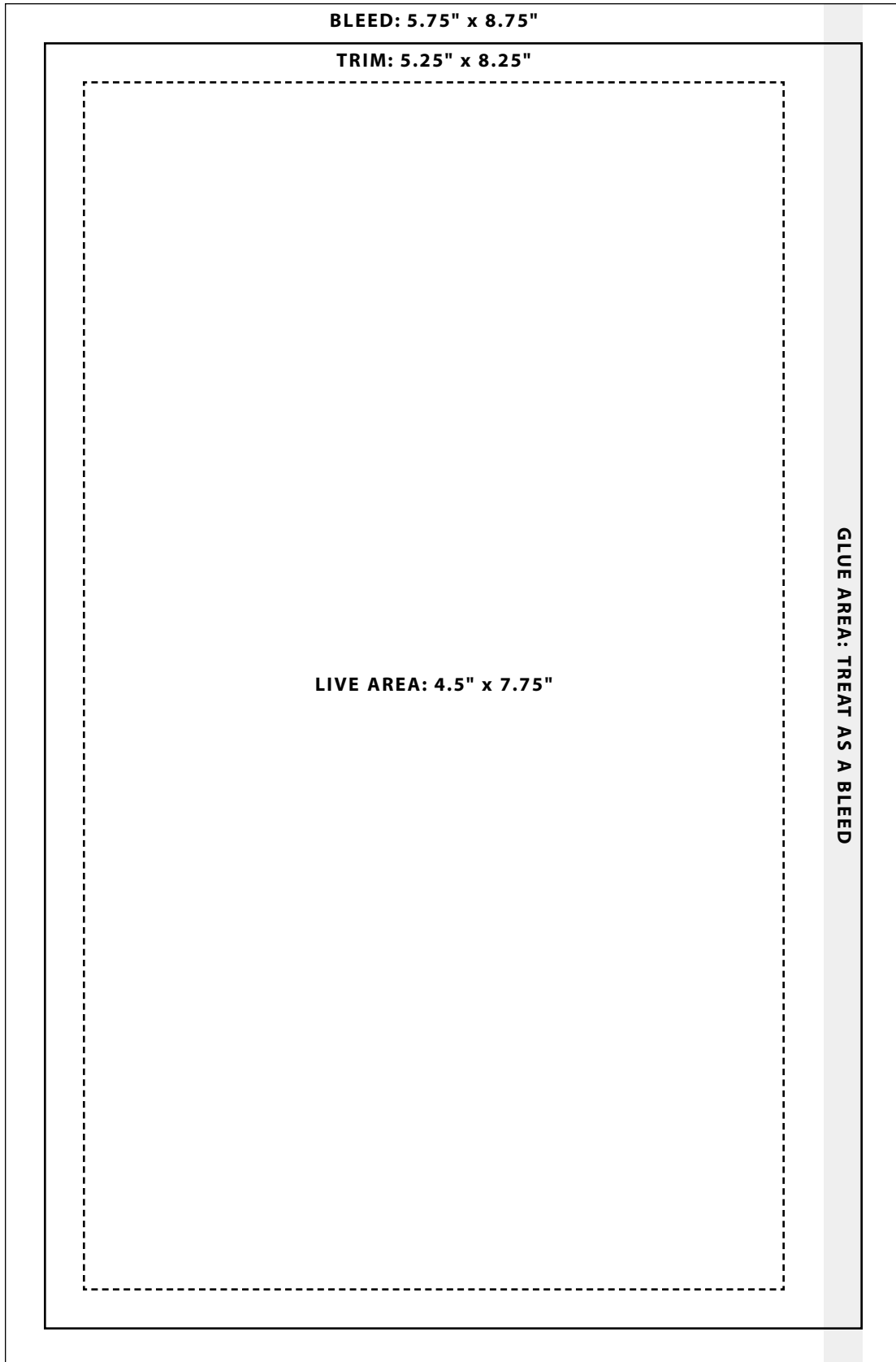
- Compress the folder using DropStuff or an equivalent program.
- Using your account name as the email’s subject, attach the compressed file, and email it to **DESIGN@NATURALPAGES.COM**.

BY POST

- Copy all files to a Zip 100mb (Mac format), CD, or DVD.
- Include a color proof of your ad.
- Indicate account name and Natural Pages publication.
- Mail to **CITY SPIRIT NATURAL PAGES, PO BOX 267, LAGUNITAS, CA 94938**.

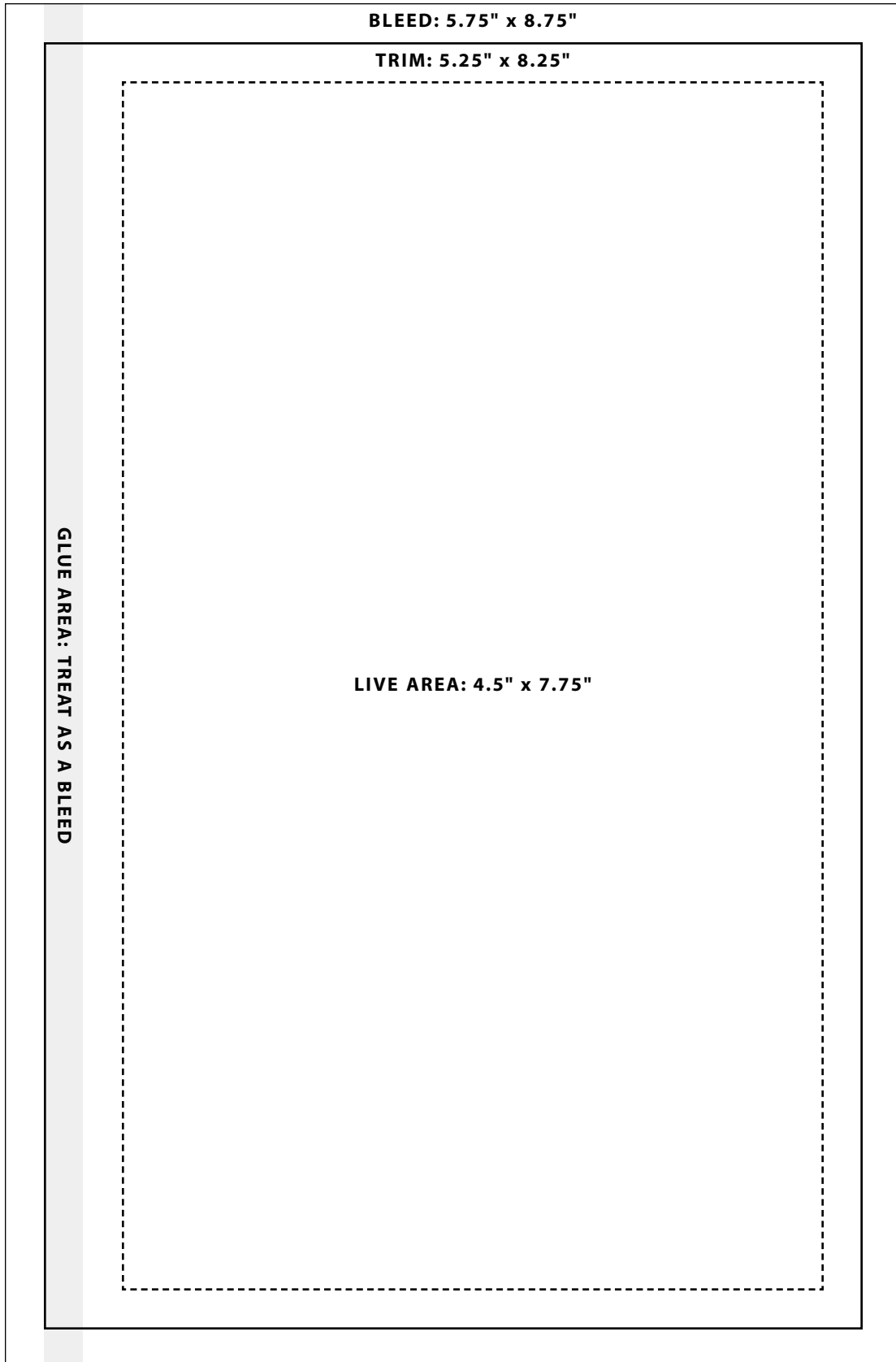
INSIDE FRONT COVER: PERFECT BIND

New York, New Jersey, and Bay Area Naturally



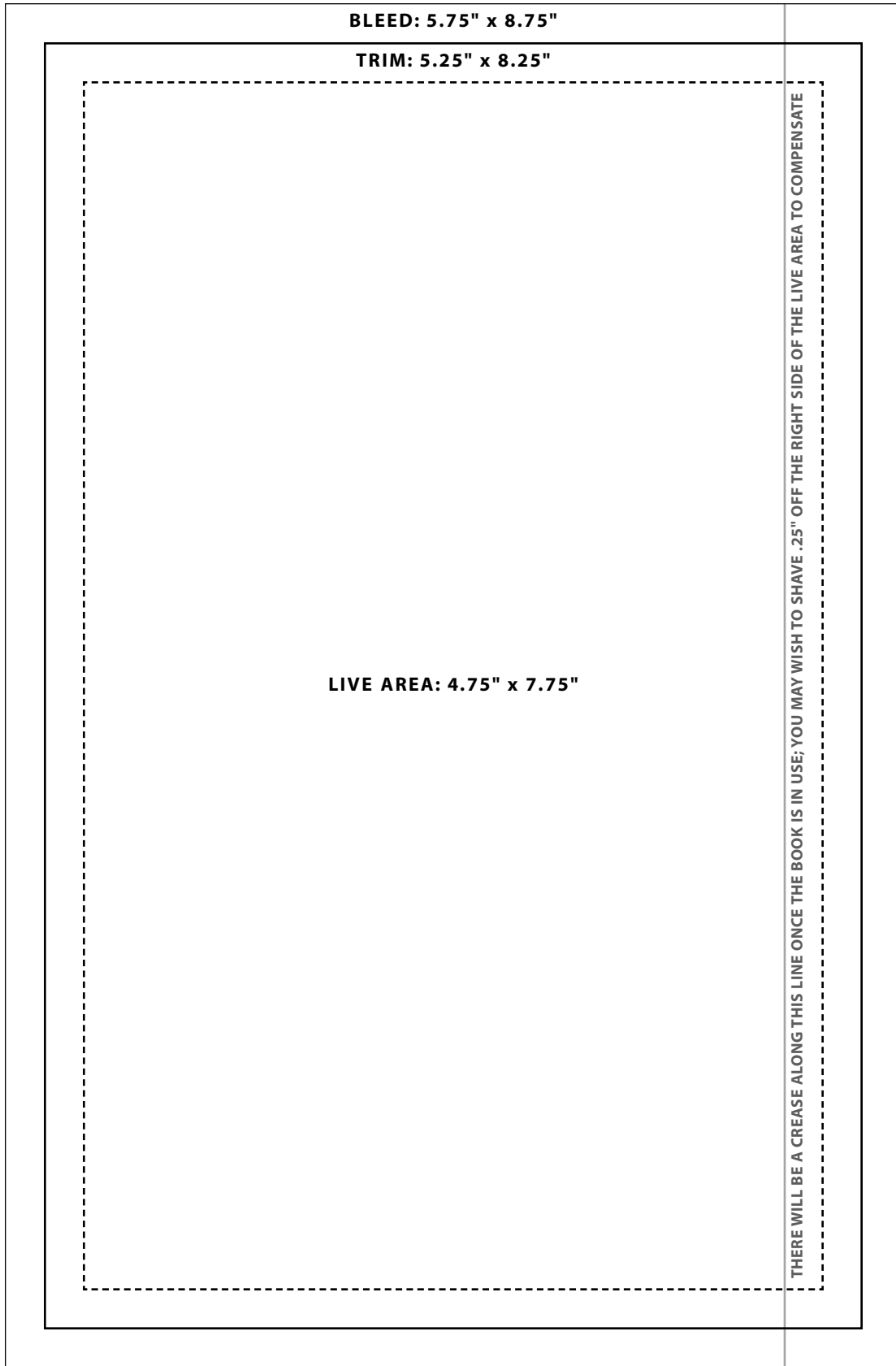
INSIDE BACK COVER: PERFECT BIND

New York, New Jersey, and Bay Area Naturally



BACK COVER: PERFECT BIND

New York, New Jersey, and Bay Area Naturally



ALL STAPLE BIND (SADDLE STITCH) COVERS

Pennsylvania, Connecticut and Long Island Naturally

