

FTP INSTRUCTIONS

FTP Instructions WINDOWS

Via FTP client software:

1. Open your favorite FTP client software such as WS-FTP or Filezilla
2. Enter the following into the appropriate spaces:
Host Name: **production.westchestermagazine.com**
Username: **mediaads**
Password: **m2ads**
3. Transfer files into the folder corresponding to the appropriate magazine
4. Send email to production@westchestermagazine.com when FTP completes and specify your file name

FTP Instructions MACINTOSH

Via FTP client software:

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Please contact us once you have placed material on our FTP site.
Phone: 845.463.0542 x110 or e-mail: production@hvmag.com
We also require a hard copy proof be faxed to us at 845.463.1544.

Updated 11/30/11

ADVERTISING GUIDELINES 2012

Hudson Valley Magazine works on a Macintosh platform and can accept the following types of files. If ads are supplied in other formats additional charges may be incurred.

FILE TYPES ACCEPTED:

Preferred file type is PDF/X-1a

Other accepted file formats:

Adobe InDesign CS3
 Adobe Photoshop CS3 (Tiff preferred)
 Adobe Illustrator CS3 (EPS preferred)

Graphic Files:

All graphic files must be supplied in CMYK (not RGB), with a resolution of 266 dpi or higher. The file name must be the same as referenced in the InDesign document. If Illustrator or EPS files are supplied that include type, make sure it is converted to outlines, and include the fonts.

Fonts:

Include all fonts for text and graphic files used in ad. You must include both the screen and printer fonts. We support Open Type fonts, Adobe Type 1 fonts and True Type fonts.

Supplied Proof:

If ad is "color critical", supply SWOP certified proof.

Disks:

We accept the following forms of media for file submission: CD-ROM Disks or DVD

Additional Charges:

We are utilizing a Computer To Plate workflow. We no longer accept film (color separations) for production. If an ad needs to be designed or redesigned to fit our format, there will be additional charges. See "Ads We Create" below.

Ads We Create:

Partial Page ads - \$40-\$75

Full page ad - \$150

(Above price include scanning of one photo)

Scanning charge for each additional B&W photo - \$20

Scanning charge for each additional color photo - \$50

There is an additional \$25 charge to put the ad on a CD or DVD for client's personal use.

Photography:

\$150 charge per photo

With advance notice, we can take advertising photography.

Submitting Ads by E-Mail or ftp:

All transmissions that are e-mailed cannot exceed 4 megabytes in size, and should be "stuffed" or "zipped" before sent. **Please specify "Hudson Valley Magazine Ad" in the subject field of email.** If you wish to upload an ad to our FTP site, please follow FTP instructions on page one of this document.

Ship all ad materials to:

Suburban Publishing, Inc.,
 Production Department/HUDSON VALLEY MAGAZINE
 Attn. Jessica
 2678 South Road, Second Floor
 Poughkeepsie, NY 12601
 (845) 463-0542 (ext. 110)

To e-mail ads send to: production@hvmag.com

Fax to:

(845) 463-1544, Attn. Jessica

General Info:

(845) 463-0542

Production Info:

Jessica (845) 463-0542 (ext. 110)

Dimensions

	wide	high
Trim Size	8 3/16" (8.187")	x 10 7/8" (10.875")
Bleed Size	8 7/16" (8.437")	x 11 1/8" (11.125")
Image Area (Full)	7"	x 10"
2/3 Vertical	4 5/8" (4.625")	x 10"
1/2 Island	4 5/8" (4.625")	x 7 3/8" (7.375")
1/2 Horizontal	7"	x 4 7/8" (4.875")
1/3 Square	4 5/8" (4.625")	x 4 7/8" (4.875")
1/3 Vertical	2 1/4" (2.25")	x 10"
*1/4 Vertical	3 1/2" (3.5")	x 4 7/8" (4.875")
1/6 Horizontal	4 5/8" (4.625")	x 2 1/4" (2.25")
1/6 Vertical	2 1/4" (2.25")	x 4 7/8" (4.875")
1/12	2 1/4" (2.25")	x 2 1/4" (2.25")

Keep live matter 1/4" from trim edge on top, sides and bottom.
 Keep all printers marks outside of bleed area.

e-mail: production@hvmag.com

For advertising information call 845.463.0542 x104 jack@hvmag.com
 2678 South Road, 2nd Floor, Poughkeepsie, NY 12601
hvmag.com or hudsonvalleymagazine.com

Hudson Valley Magazine
 bringing you the best every month