FEATURES...
• Remembering Michael Nesmith
• Nonprofit volunteer organization Carmel Cares
• An in-depth look at the art of the Monterey cypress tree
• The magic of mushrooms

LOCAL FACES...
• Actor and Golf Enthusiast Bernard Robichaud
• Chef Justin Cogley takes the helm at Rocky Point Restaurant
• Local musician Zach Westfall

• Author Diane Danvers Simmons and her compelling new book
• Scenes from the hottest parties and events

INSIDE...
• Local restaurants and wineries
• Profiles on local artists and art galleries
• Home and garden related features
• Golf, antiques, travel, calendar of events, and much more!
20% PRE-PAY DISCOUNT

Get 20% off if payment is made 30 days prior to publication.

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<th>COLOR DISPLAY ADVERTISING</th>
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* Pre-pay 30 days prior to publication, based on 4x rate

ADDITIONAL CHARGES
Guaranteed positioning available for a 25% premium.

MULTIPLE PAGE DISCOUNT
Minimum two pages, 5% discount on succeeding pages.

AD AGENCIES
All rates are non-commissionable.

4X RATES ARE FOR FOUR CONSECUTIVE ISSUES

UPCOMING DEADLINES FOR 2022

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GRAPHIC ART SERVICES ARE AVAILABLE FOR YOUR ADVERTISING NEEDS
Complimentary design services up to one hour.
Additional service $75 per hour.

Carmel Magazine is published quarterly by Carmel Magazine, Inc.
126 Clock Tower Place, Suite 103, Carmel, CA 93923 • Ph. (831) 625-9922 • Fax (831) 626-3613
email: steve@carmelmagazine.com
Every issue...

*Carmel Magazine* reaches hundreds of thousands of thousands of readers annually. The readership numbers increase dramatically when combined with our digital edition readership.

**Newsstand and Business Distribution**

*Carmel Magazine* is distributed to more than 200 newsstands, racks, bookstores, grocery stores and other retail outlets in Monterey County, as well as to more than 300 qualified regional businesses, including medical practices, spas and salons.

**Hotel Distribution**

*Carmel Magazine* is placed in the rooms of many local inns and hotels, including Bernardus Lodge, Highlands Inn and Carmel Valley Ranch. It is also available at the concierge desks at many major locations.

*Carmel Magazine is published quarterly by Carmel Magazine, Inc.*

126 Clock Tower Place, Suite 103, Carmel, CA 93923
Ph. (831) 625-9922 • Fax (831) 626-3613
e-mail: steve@carmelmagazine.com
PRINTING SPECIFICATIONS
MAGAZINE TRIM SIZE is 8.375” x 10.875”
Safe or Live area is 7.715” x 10.215”
(Text should not appear outside this area to avoid clipping).

MECHANICALS
Full Page Bleed — 8.375 x 10.875

Full Page Bleed SPECS:
Trim/document size is 8.375 x 10.875.
Add 1/8” bleed all around ad (8.625” x 11.125”).
For PDF, Include crop marks at the trim size, 8.375” x 10.875”.

Crop Marks
Safe Area
Trim
Bleed
8.375” x 10.875”
7.715” x 10.215”
8.375” x 10.875”
8.625” x 11.125”

Full Page Non-Bleed — 7.5” x 10”
2-Page Spread, Bleed — 17” x 11.125” (This includes 1/8” bleed all around ad).
Create 2 pdfs. One for left hand page and one for right hand page. Include crop marks at the trim size, 8.375” x 10.875”.
2-Page Spread, Non-Bleed — 15.875” x 10”.

2/3 Page — 4.875” x 9.975”
1/2 Page Vertical — 7.375” x 4.875”
1/2 Page Horizontal — 3.6” x 9.975”
1/3 Page Square — 4.875” x 4.875”
1/3 Page Vertical — 2.3” x 9.875”
1/4 Page — 3.6” x 4.875”

An important message to advertisers: Ad material must meet explicit requirements in order for Carmel Magazine, Inc. to deliver the high quality our advertisers deserve. Please review all advertising copy policies against your ad to ensure quickier processing and avoid unnecessary processing charges. For information on having Carmel Magazine, Inc. prepare your ad, please contact your representative.

Ad Specifications for Creating or Submitting files
The detailed specifications on these pages must be followed exactly for optimum printing quality. If the submitted files do not meet all of our specifications, the client will be contacted for revised materials. If client authorizes the use of the art as submitted, Carmel Magazine, Inc. will not be held responsible for the reproduction quality. If you have any questions regarding your electronic material, please call Carmel Magazine, Inc. at (831)625-9922.

Acceptable Files and Software
All ads must be submitted in high press/high quality PDF format only. PDF/X-a pdfs or equivalent will be accepted. In the rare occasion where the original working file needs to be submitted, only InDesign, Photoshop, and Illustrator will be accepted. Include any hi-res images and acceptable fonts if needed. (Acceptable fonts and photo requirements explained further on this page).

NOTE: For Illustrator files, please convert fonts to outlines. Although Carmel Magazine, Inc. makes every effort to use the latest versions of design software, we cannot guarantee that all releases and formats submitted by clients will be compatible with current applications used by Carmel Magazine, Inc.

Licensing Disclaimer for Images and Fonts
Files must include high resolution images (300 dpi or higher) and all screen and printer fonts. For all other supplied fonts or digital images, in consideration for running ads provided digitally, advertisers and their agency(s) warrant that all fonts and images have been licensed by the advertiser or agency and that use by Carmel Magazine, Inc. for the purpose of reproducing the ad is permissible under the license agreement. Also, the Publisher, Carmel Magazine, Inc., will be held harmless and indemnified by the advertiser/agency from and against any and all claims, demands, suits, actions, proceedings, recoveries or expenses including reasonable fees of council selected by the Publisher arising under the limited use of supplied fonts and/or images for the sole purpose of publishing the advertisement with which the font(s) or image was supplied.

Type
Black type must be 100% black only – not a CMYK. Borders and rules should be 1 point or heavier. No coupon borders are permitted (i.e. perforated).

Colors
Use only process colors (cyan, magenta, yellow, and black). NO RGB. All SPOT colors or Pantone colors need to be converted to CMYK.

Digital Preparation of Photographs
All images must be at a final resolution of 300 dpi. Place all images at 100% (enlarging your image will decrease the overall resolution and quality). Images should be converted to cmyk and converted from JPEG to EPS or TIF format.

All alterations should be made in Photoshop. Photographs should be sharp and have a good contrast range.

Submitting Photographs or Artwork
Photographs must be taken at a high resolution (300 dpi) or be scanned at 300 dpi. Line art must be scanned at 1000 dpi and must be either JPEG, EPS or TIFF format.

NOTE: Art galleries that require color match, please submit a CMYK photographic continuous tone print with each digital image. No ink-jet prints will be accepted as match proofs.

Color Proofs
Camera-ready advertisements must be accompanied by a proof that accurately represents the color in the ad file. The proof should have color bars that conform to SWOP standards of Y=1.00, M=1.40, C=1.30, and K=1.65. Crop marks should be offset at 24 pt., so that they will not appear within the image area. Examples of acceptable color proofs: Fuji Pictoproof, Scitex Iris, Kodak Approval, Rainbow Dye Sub, 3M Digital, and Matchprint. No ink-jet prints will be accepted as color-match proofs.