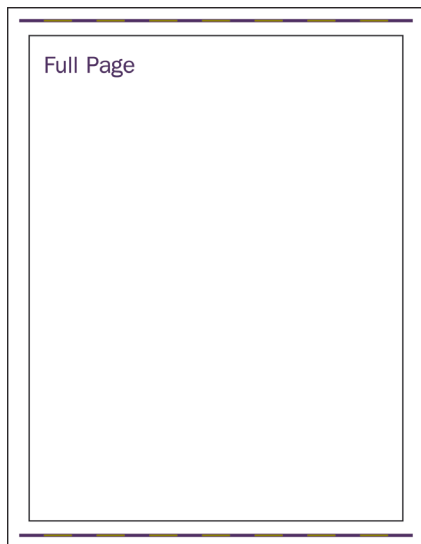


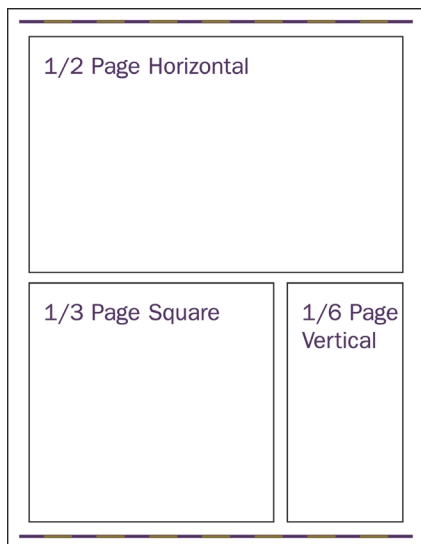
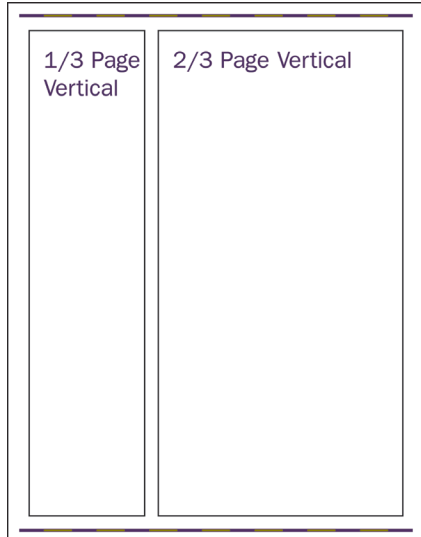
TheWineBuzz

PLEASE NOTE:

Our ad sizes have changed. We have eliminated a number of sizes to simplify our design. Please check specs carefully. Thank you!



Size	Width	Height
Full Page		
Bleed	8-7/8"	11-3/8"
Trim	8-3/8"	10-7/8"
Live	7-1/2"	10"
2/3 Page (vertical)	5"	9-7/8"
1/2 Page (horizontal)	7-5/8"	4-7/8"
1/3 Page (square)	5"	4-7/8"
1/3 Page (vertical)	2-3/8"	9-7/8"
1/6 Page (vertical)	2-3/8"	4-7/8"



Acceptable File Format

(Macintosh files preferred)

- PDF preferred (Press Optimized) CMYK, all fonts embedded
- Adobe InDesign CS4 or earlier
- Adobe Illustrator CS4 or earlier
- Adobe Photoshop CS4 or earlier

Additional charges may be incurred if PC files are submitted.

Microsoft Word documents are not acceptable for ad artwork.

Mechanical Specifications

- TheWineBuzz is printed at 150 line screen
- Files should be 300dpi minimum
- Cover ads are 4-color: All placed images are to be CMYK tiff or eps.
- Provide all fonts – Postscript Type 1 TheWineBuzz will make every effort to substitute similar fonts if fonts are missing

Accepted Media

Email PDF to:
dhall@thewinebuzz.com

CD-ROM sent to:
TheWineBuzz®
Attn: Susan Myers
3105 Lincoln Blvd.
Cleveland Heights, OH 44118

FTP upload for files over 5MB:

Contact Susan Myers for upload info:
sdmyers@thewinebuzz.com

Proofs

All ad reservations must be accompanied by a hard copy proof of the ad. TheWineBuzz is not responsible for electronic output without a proof.

Approvals

Once an ad is submitted for approval by the advertiser, corrections must be made within 24 hours via email. A revised proof will be sent to advertiser.

Release Fees

All ads created by this publication are copyrighted by TheWineBuzz. Any reproduction of any kind is subject to a release fee.

Production Charges

Text and layout changes to existing art files will be billed additionally.

Film

TheWineBuzz is printed direct to plate. Film will not be accepted.

Closing Dates

Issue	Closing Date
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2011

January/February	
Space and Materials	November 19
March/April	
Space and Materials	January 21
May/June	
Space and Materials	March 18
July/August	
Space and Materials	May 20
September/ October	
Space and Materials	July 15
November/December	
Space and Materials	September 16

Ads to be designed by TheWineBuzz® Creative Services Department must be submitted by Space/Materials deadline.

Advertising may not be cancelled after closing date.