



**SOMERSETT**  
*It's Great To Be Home.*

## Production Specifications

### MECHANICAL INFORMATION:

Full Page Bleed	8.375" x 10.875" (add .25" bleed on all sides) (Keep all live material .5" from page edge)
Full Page Non-bleed	7.5" x 10"
Half Page Horizontal	7.5" x 4.875"
Half Page Vertical	3.625" x 10"
Quarter Page	3.625" x 4.875"
Sixth Page	3.625" x 3.216"

### SUBMISSION OF ADS:

Ads are accepted in the following format:  
High resolution PDF with fonts embedded preferred. No Word documents or web-based art (72 dpi) accepted. Photos and artwork should be high resolution (300 dpi) CMYK files. Please include a color proof of your ad.



### SUBMISSION OF ADS CONTACT INFORMATION

Deliver ad materials to:

Kathy Hess-Slocum with Just Imagine Marketing and Design

kathy@justimaginemktg.com

Please no email attachments over 20 MB.

**Full Page**

Bleed:  
Trim size: 8.375" x 10.875"  
(add an additional  
.25" bleed on all sides)

Non-Bleed:  
7.5" x 10"

**Half Page Hz.**

7.5" x 4.875"

<p><b>Qtr Page</b></p> <p>3.625" x 4.875"</p>	<p><b>1/6 Page</b></p> <p>3.625" x 3.216"</p>
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**Half Page Vt.**

3.625" x 10"

Advertising is accepted at the discretion of the Homeowner's Association and Just Imagine Marketing and Design.



1,700 issues reaching  
South Shore Lake Tahoe  
homeowners in Tahoe Keys.



Official Visitor Guide  
70,000 copies



20,000 issues reaching  
residents of the Truckee  
Tahoe area.