



in cooperation with  
**DESERT magazine**

10th anniversary

# SHOW GUIDE 2017

## AD SIZE & SPECIFICATIONS

	Width	Height	Show Price
<b>2-page Spread</b>	<b>17.625"</b>	<b>11.375"</b>	<b>\$2,500</b>
<b>Full Page</b> (Trim Size)	<b>8.375"</b>	<b>10.875"</b>	<b>\$1,200</b>
(Bleed Size)	<b>8.875"</b>	<b>11.375"</b>	
(Live Area)	<b>7.875"</b>	<b>10.375"</b>	
<b>1/2 Page Vertical</b>	<b>3.5"</b>	<b>9.75"</b>	<b>\$650</b>
<b>1/2 Page Horizontal</b>	<b>7.187"</b>	<b>4.75"</b>	<b>\$650</b>
<b>1/3 Page Vertical</b>	<b>2.25"</b>	<b>9.75"</b>	<b>\$550</b>
<b>1/4 Page Square</b>	<b>3.5"</b>	<b>4.75"</b>	<b>\$350</b>

**DISTRIBUTION** ~ Delivered to over 40,000 homes on December 25th.  
"The typical DESERT magazine reader is 56% women, between 35-64 years old"

- \* Files should be submitted via the Desert Sun online ad tracker.
- \* Please submit a PDF, EPS, TIFF, and JPG files only. Acceptable native files: Adobe InDesign, Illustrator, Photoshop and Acrobat. Include all artwork and fonts.
- \* Resolution of placed images should be at least 300 dpi.
- \* Place images at 100%. Do not reduce or enlarge images greater or less than 20% of actual size.
- \* Color must be CMYK. Pantone and spot colors must be converted to CMYK.
- \* DESERT magazine rich black is 40% cyan, 30% magenta, 30% yellow, 100% black.
- \* 2-page spread advertising must be supplied as single page documents.

## CAMERA READY DEADLINE ~ December 6, 2016

From fashions to fortune tellers, wine tasting and entertaining speakers, the 10th annual DESERT WOMAN'S SHOW brings together thousands of women for two days of **Inspiration, Entertainment and Education.**

**A MARLO PRODUCTIONS EVENT**  
**760 285-3903 or info@marloproductions.com**



