

REST

magazine™

GUIDELINES

Effective: September 2008

Opportunities

We offer a balanced range of advertising opportunities from Website Banner Ads, print Display Advertising and Editorial. From time to time, we will also offer special promotional packages that combine Web, print, and editorial. Please refer to the current RATE CARD for sizing and rates or contact your representative for details.

Requirements

For Web, Print and Editorial: We want to maintain a high quality production and presentation, text, design and photography. For instance, we may discourage the use of clip art, high impact fonts, and poorly reproduced graphics and photos. All text must match the editorial style of the magazine and be free of grammatical and spelling errors. The appropriate departments will review all materials prior to publication and, if necessary, inform advertisers if modifications are required.

For Web: Web opportunities will be announced January 2009.

For Print and Editorial: Photos and ad materials must be supplied in digital color or grayscale "native application" formats in high resolution, print quality. Accepted applications and formats include Adobe (PDF), Quark (QXD), Indesign (INDD), and Illustrator (EPS). TIFF files are also accepted. Please remember to "flatten" layers prior to generating a PDF file. IMAGES TAKEN FROM THE WEB ARE NOT SUITABLE FOR PRINT. RGB mode artwork is not acceptable; all color materials must be in CMYK mode. Black and white artwork must be in either Grayscale or Bitmap mode. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Sending your materials to REST

If your art file is less than 5mb, then it is possible that you can email your materials to the Production Department (AD-prod@restmagazine.com). Otherwise, place your materials on an FTP location and email the location as a link to the Production Department. If you do not have an FTP resource available, please contact Production for special arrangements or ship your materials to: REST MAGAZINE, Att: PRODUCTION DEPARTMENT, 7372 Walnut Avenue, Suite L, Buena Park, CA 90620.

Production Services

We offer professional writing and art production to non-agency clients at an additional charge. Please contact your representative for more details.