

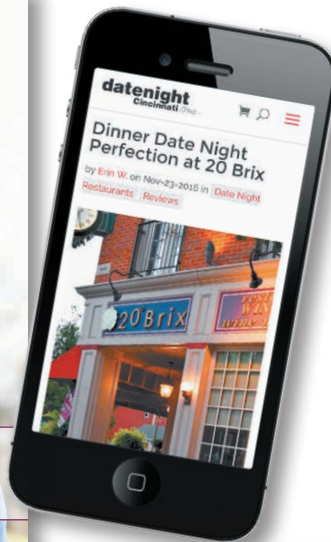
# date night

CINCINNATI.COM

## DIGITAL + PRINT PACKAGE

Connecting Couples To Your Date Night Destination

NOW ONLY  
**\$495**  
PER ISSUE  
Includes 3 months  
digital



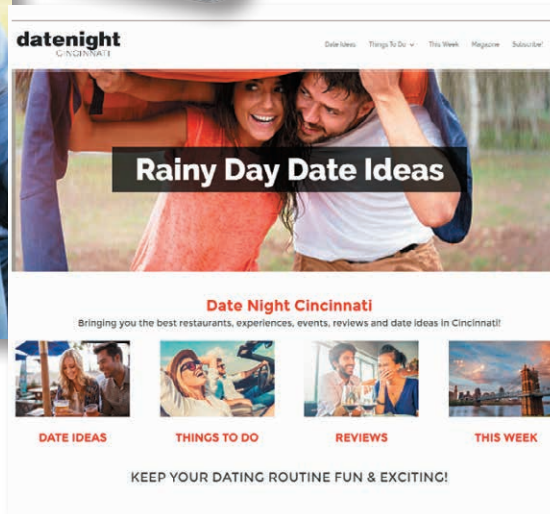
### SEASONAL PRINT EDITION

**SPRING:**  
April 3, 2017

**SUMMER:**  
June 5, 2017

**FALL:**  
September 5, 2017

**HOLIDAY:**  
November 6, 2017



### FEATURES INCLUDE:

- Professional Blogger Review\*  
*(\*requires complimentary meal/drinks or activity for 2)*
- Review posted on our site
- Social Media Promotion
- E-Newsletter listing once per month
- Full Page Ad in Both Date Night Cincinnati Print and Digital Magazine

Spec sheet at [datenightcincinnati.com/advertise](http://datenightcincinnati.com/advertise)



Add-On Professional In-Restaurant  
Photography Session Only \$295

### GENERAL GUIDELINES

- Provide printout (color preferred) of ad. We can accept ads on CD, DVD, e-mail, dropbox or FTP.
- All screen and printer fonts must be included on the disc. If these are not supplied, we will substitute fonts. All fonts in the art applications should be saved as outline.
- All ads must be built using CMYK process colors. All RGB & Spot colors will be converted to process colors automatically and may not print as expected (especially RGB Blue).
- Color photographs should be saved at **300ppi (pixels per inch)** at the size they are to print with total ink limit of 300 for color photographs. All color photographs must be CMYK, saved as either TIFF or EPS. (Files may be saved as EPS-JPEG, high quality, to conserve file space.) Black and white / grayscale photographs should be saved at least 200ppi. To ensure output quality, all photos should be placed at 100% or smaller. Do NOT parse photos into art applications, link instead and provide linked files separately.

**Quality of supplied images are the responsibility of the agency creating the ad. We cannot be responsible for any requested editorial or design changes made to ads supplied on disc and reserve the right to return any ads not meeting our guidelines.**

### PDF's

We prefer to receive all working and support files to ensure quality and flexibility of use. PDF files should be press optimized, all images CMYK 300ppi, all spot colors should be converted to CMYK prior to creating pdf files, quality of compression set to high, embed all fonts. If production problems arise, or major alterations to PDFs are requested, it may be necessary to supply native application and support files. Our preferred Distiller Job Options are available on request.

**Because of the pre-existing encoded properties of a PDF, we cannot be held responsible for image quality or color reproduction if a PDF is submitted.**

SOFTWARE Macintosh applications only:

- Adobe Creative Suites CS 6 or previous (Illustrator/Photoshop/InDesign)
- We will NOT accept Publisher, Corel or Pagemaker files.
- WE DO NOT ACCEPT FILM

### AD SIZES:

#### Full Page

No Bleed

Live: 30p0 x 48p0  
(5" x 8")

#### 2-Page Spread

Bleed: 67p6 x 52p6  
(11.25" x 8.75")

Trim: 66p0 x 51p0  
(11" x 8.5")

Live: 63p0 x 48p0  
(10.5" x 8")

#### IMPORTANT:

Keep all text inside live area.  
Any text/image outside live area may get trimmed off during production.

On 2-page spreads, the center 3p0 (1/2") will print on different pages and may not match exactly.

For files under 10 MB, email to: **artdepartment@reachusa.com**  
Include city, mail date and client name in subject. (ie: Cincinnati-May 2015 Statts Pub)

For files over 10 MB, upload to our **FTP** site.

#### Accessing our FTP Site:

**https://reachusa.filetransfers.net** (note the "s" after http)

- User Login = RVPUPLOAD (login and password are both case-sensitive)
- Password = fontsl

after login - choose product\_city folder (for example **REACH\_CINCINNATI**)

click **Upload Files** if uploading a single file or zipped folder

- click the **Browse** button and select the file you wish to upload
- If you wish to add a Note or File ID or include an email about the file(s), click the appropriate links (click **Finish** after typing in info, then **Upload Files**)

**CAUTION:** Do not close or quit your browser during transfer or your upload will be cancelled.

*\*Note: FTP passwords subject to change. Please call if access is denied.*

*If you have questions about the disc ad requirements or production, please contact:*

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