

# 2012 media kit

# PHOENIX HOME & GARDEN



## Luxury audience? Your search ends here.

For 32 years, *Phoenix Home & Garden's* experienced writers, editors and designers have served as the authoritative voice on Southwest style, providing fine ideas for the Southwest home and regionally-suited advice for growing plants in the desert. Filled with inspiring articles, breathtaking photography, a local events calendar, art gallery updates and more,

*Phoenix Home & Garden* is the ultimate guide to the luxury Southwest lifestyle.

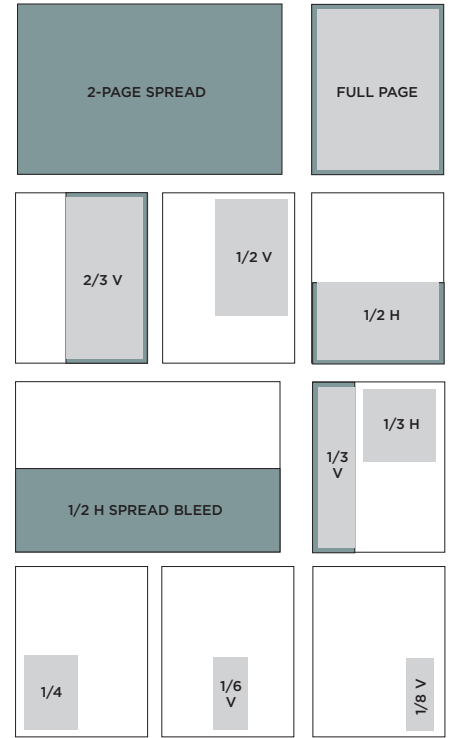
*Phoenix Home & Garden* ranked among other regional titles as a top circulation gainer in the United States this past decade. Additionally, our advertisers are plentiful, diverse and loyal because our affluent, sophisticated readers are engaged and responsive.

CITIES WEST  
PUBLISHING, INC.

LUXURY DEMO · LONGEVITY · AUDITED/PAID

AD SIZES AVAILABLE:

	TRIM (W X D)	LIVE AREA	BLEED
<b>2 page spread*</b>	16.75 x 10.875	16 x 10.125	17 x 11.125
<b>Full page bleed</b>	8.375 x 10.875	7.625 x 10.125	8.625 x 11.125
<b>Full page non-bleed</b>	8.375 x 10.875	7.625 x 10.125	n/a
<b>2/3 page bleed</b>	5.062 x 10.875	4.312 x 10.125	5.312 x 11.125
<b>2/3 page non-bleed</b>	4.75 x 9.75	4.75 x 9.75	n/a
<b>1/2 page vertical</b>	4.75 x 7.25	4.75 x 7.25	n/a
<b>1/2 page horz. bleed</b>	8.375 x 5.375	7.625 x 4.625	8.625 x 5.625
<b>1/2 page horz. non-bleed</b>	7.25 x 4.75	7.25 x 4.75	n/a
<b>1/2 page horz. spread bleed</b>	16.75 x 5.375	16 x 4.625	17 x 5.625
<b>1/3 page vertical bleed</b>	2.625 x 10.875	1.875 x 10.125	2.875 x 11.125
<b>1/3 page vertical non-bleed</b>	2.25 x 9.75	2.25 x 9.75	n/a
<b>1/3 page horz.</b>	4.75 x 4.75	4.75 x 4.75	n/a
<b>1/4 page</b>	3.5 x 4.875	3.5 x 4.875	n/a
<b>1/6 page vertical non-bleed</b>	2.25 x 4.75	2.25 x 4.75	n/a
<b>1/8 page vertical non-bleed</b>	1.75 x 4.875	1.75 x 4.875	n/a



\* Two-Page spreads must be provided in single page format (two page files)

SUBMISSION OPTIONS:

- 1. Recommended Method:** Electronic Upload: Log on to CWP.SendMyAd.com and follow the easy instructions.
- 2. Acceptable:** CD/DVD: Submit ad materials on disk along with a directory and PROOF made from the exact files contained on the CD or DVD.
- 3. Not Acceptable:** Cities West Publishing CANNOT guarantee receipt or accuracy of ad materials sent via e-mail.  
Use of e-mail to submit ad materials is highly discouraged.

**DIGITAL FILES REQUIRED.** Log on to CWP.SENDMYAD.COM to upload your ad to us. Ads submitted on disk must be in Macintosh format. All files must be preflighted prior to submission to assure that all components, including fonts, high-res images and graphics are collected and free of corrupt files. Full page ads must be placed in a document set up to publication trim size with 1/8" additional added beyond the trim for ads that bleed. Contact your sales representative for the CWP comprehensive digital specification brochure.

**PROOFS:** Ads submitted on disk must be accompanied by a directory and a SWOP-certified proof made from the exact files submitted on disk. The publisher cannot guarantee the reproduction quality of ads submitted without a SWOP-certified proof and/or not generated from the same files submitted.

**SET-UP:** Cities West Publishing magazines are produced on web-offset press on a 45# #4 coated groundwood stock for the body and a 100# #3 coated groundwood for the covers. Certain ancillary books use different stocks. SWOP standards apply. A maximum composite

density of 280% is recommended. Line screen is 175. Computer-generated files require a minimum of .007 to allow for traps. The publisher cannot guarantee the reproduction quality of type smaller than 10 points or type reversed out of more than two colors.

**SCANS:** Four color images should be CMYK scanned at 300 dpi for output at 2400. Black and White images should be scanned at 266 dpi. Shadow dots should not exceed 93% and dots < 3% will be lost on press. All images should be scanned no greater than 20% larger or smaller than final size and then imported at 100%.

**FONTs:** Ads must be supplied with all Postscript screen and printer fonts or open typeface fonts. TrueType fonts are not recommended.

**Complete CWP Digital Specification Booklet Available Upon Request.**

Production Contacts:

SCHEDULES, SPECIAL INSERTS:

Director of Production ext: 143

TECHNICAL QUESTIONS:

Pre-Press Technician ext: 106

AD PROOFS, AD STATUS:

Ad Coordinator ext: 213

# QUICK START USERS GUIDE

SendMyAd is an easy-to-use, yet feature-rich advertising material delivery system which allows users to upload, preflight, resize, retrieve, review and approve ads for Cities West Publishing titles.

## SET UP YOUR ACCOUNT

- Go to CWP.SendMyAd.com
- Hit the “click here” link under the “First Time User” header
- The registration screen will appear
- Fill in fields as prompted
- You will now be logged into the system

Once logged in, you’ll be directed to the SendMyAd landing page where you’ll be presented with three options:

**Send an ad, Revise an ad and Pick up an ad.**

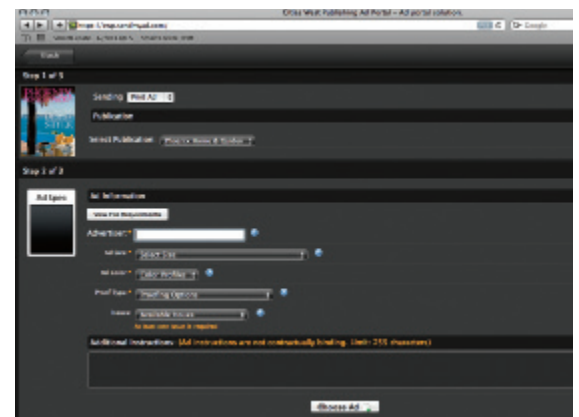
## SENDING AN AD

- Click on the “Send My Ad” button
- Ad Ad Information page will appear
- Accurately fill in all fields
- Verify and/or update your contact information
- Use the “additional instructions” box to let us know of any special needs
- Click on the “choose ad” button
- Click “Browse for file” button
- Select your PDF single-page file
- Click the “Upload” button
- Do not close or leave the page while the file is uploading

## PREFLIGHT REPORT

Once your file is uploaded, it will be automatically preflighted and a preview of it will appear on your screen. The preflight report may include one or more of these results:

- **“This Ad Has Serious Errors”** -This means your ad did not pass preflight. You will also see a list of errors. Placing your cursor over the text of the error will highlight the error in the preview. If you get this message, you must use the “Revise Ad” button to go back and fix the file.
- **“This Ad Has Warnings”** -Review the list of items found in the file that may result in undesirable printing results. You may revise the file or opt to approve the ad as is.
- **“This Ad Must Be Repositioned”** -This message means the ad trim size does not match Cities West Publishing specifications.  
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**PREFLIGHT REPORT (CONTINUED)**

- Click the “Reposition” button to resize the ad.
- A new screen will appear showing your ad with colored borders.
- The red border is the live area, the green is the trim and the blue is the bleed.
- Use the “selection” arrow tool to drag your ad to position it properly.
- You can also use the “zoom” pull down menu and your keyboard arrow keys to nudge the ad into position.
- Click the “Toggle center lines” button in the lower right corner of the screen to turn on center lines if you want to use them.
- Once your ad is repositioned, click the “trim and Save” button in the upper left corner.
- Your ad will be preflighted again.
- The ad will then appear in the view screen.
- If it looks good to you, click “APPROVE AD”. This action will send your ad to the publication.
- You will receive a confirmation message: “Ad Received by Publisher”

**PICK UP AD**

Once you’ve approved an ad, you can send it to another title or issue date with the same trim size and specifications.

**There are two ways to pick up an ad.**

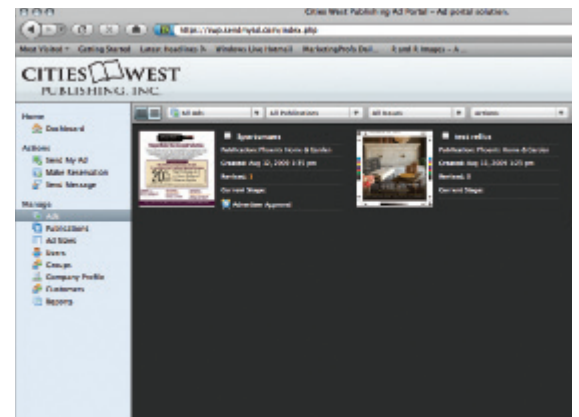
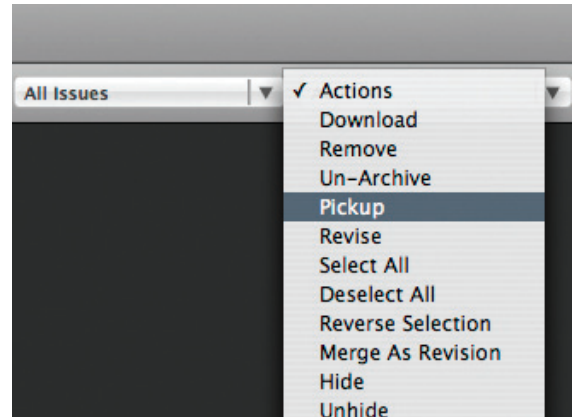
- From your dashboard, go to the “Manage” section and select the “ads” archive
  - Select the orange “Pick Up This Ad” button and follow the prompts
- OR**
- Immediately after uploading your ad, simply click on the “Pick up This Ad” button on the same screen and follow the prompts.

**MANAGE YOUR ADS**

As a registered user of SendMyAd, your uploaded ads are available for you to view and repurpose at any time.

**COLOR CRITICAL ADVERTISERS**

Cities West Publishing cannot provide color proofs for ads delivered via SendMyAd. Advertisers who prefer not to use online upload and/or have critical color requirements should write their ads to CD/DVD and provide a SWOP proof made from the exact files on the disk.



**SEND DISK AND PROOFS TO:**

Ad Coordinator  
Cities West Publishing  
15169 N. Scottsdale Rd.,  
Suite 310  
Scottsdale, AZ 85254

**SENDMYAD CONTACT:**

Pre Press Technician  
(480) 664-3960 ext. 106

SendMyAd is an online “ad portal” that allows you to upload, store, repurpose, retrieve and view your ad materials **at any time**. there is no need to call, e-mail or ask your sales rep for assistance – SendMyAd takes the hassle out of managing your ads.

It’s fast, free, simple-to-use and gives you instant access to your PHOENIX magazine and Phoenix Home & Garden ads.

**LOG ONTO SENDMYAD FROM ANY COMPUTER, ANYWHERE TO:**

- View your past ads for verification
- resize ads
- pick up and resend ads for future issues
- send ads to another publication

**IT’S EASY TO GET STARTED:**

**For current SendMyAd users:**

All ads you’ve uploaded are already stored on the site.

1. Go to CWP.SendMyAd.com
2. Log in
3. From the dashboard, go to “manage” section
4. Select “ads” archive to view your content

**For NEW users:**

1. Log on to CWP.SendMyAd.com
2. Under “first time user” header, hit “click here”
3. The registration screen will appear
4. Fill in the fields as prompted
5. Click the “I accept, create my account” button
6. You will then be logged into SendMyAd

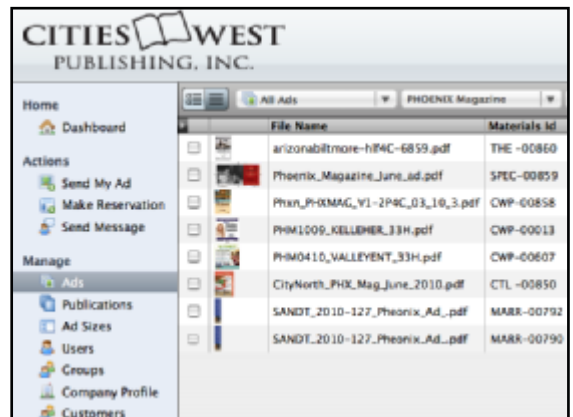
If you’ve advertised with Cities West in the past, chances are we can load your most recent ads to the site.

**CALL OR E-MAIL**

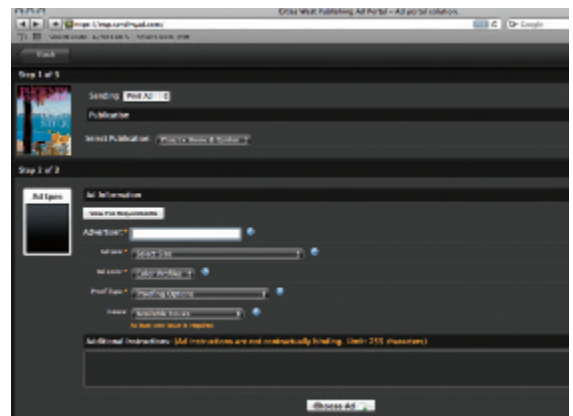
Mike Meyer, 480-664-3960,  
mmeyer@citieswestpub.com to get set up.

Start taking advantage of the many time-saving benefits of using SendMyAd. Create your account TODAY!

**HTTPS://CWP.SENDMYAD.COM**



(Current Users)



(New Users)