# 2020 Visit Tri-Valley Guide Overview

The *Visit Tri-Valley Guide* is the official guide of the Tri-Valley Convention & Visitors Bureau and plays an important role in marketing Tri-Valley tourism. The guide is the ultimate resource for those who have made the Tri-Valley their choice for weddings, corporate events, reunions, and business and leisure travel. Highlighting the many amenities of the region; the guide details everything from the area's outstanding accommodations, championship golf courses, and award-winning wineries to the fine dining, boutique shopping, and historic attractions of the quaint downtown areas.
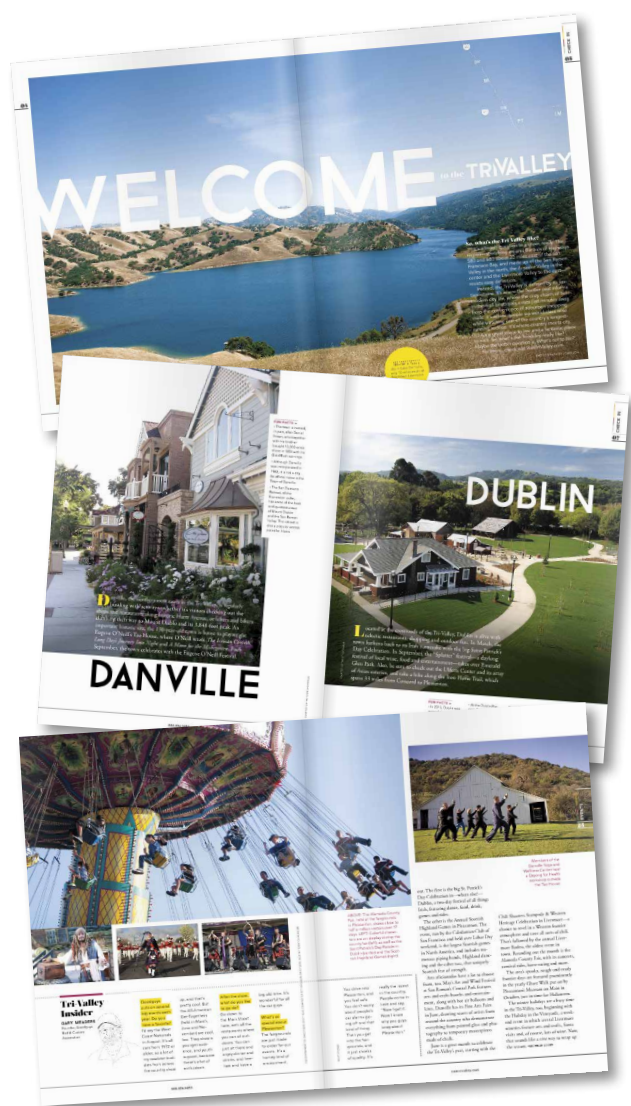
Distribution

Circulation, annual	30,000
Greater Bay Area visitors centers	
Tri-Valley, California hotels	
Bay Area attractions & events	
Tri-Valley, California CVB website & online requests Bay Area airports	
Tri-Valley, California CVB tradeshows	

Travel Spending

Alameda County annual spending	$3 billion
Contra Costa County annual spending	$1.3 billion

Deadlines

Space deadline	September 24, 2019
Last day production materials due	September 24, 2019
Last day camera-ready materials due	October 1, 2019
Delivery	December 2019

For more information, contact
your Diablo Publications account executive
at general@maildiablo.com
or (925) 943-1111.

2020 Visit Tri-Valley Guide Ad Specs

Publication:	Visit Tri-Valley Guide
Printing:	Web offset—SWOP standards apply
Binding:	Perfect bound
Trim size:	8 ¼″ x 10 ¾″
Full-page bleed:	Extend bleed ⅛″ beyond trim on all sides
Full-page bleed safety:	Type and other image area not intended to bleed or trim must be held at least ¼″ in from trim

The following advertising materials specifications facilitate quality control of magazine printing on high-speed web presses. All requirements are based on Specifications for Web Offset Publications (SWOP).

All ads must be four-color process: cyan, magenta, yellow, and black. If a PMS color is desired, special arrangements must be made and additional specifications provided before submitting ad materials. All Pantone Matching System series color requests incur additional charges over the four-color rate. Specify matched colors from the PMS series, including the 800 series metallic and fluorescent inks. Publisher reserves the right to match special color requests with process inks.

Anticipate a 24 percent dot gain, +/-4 percent, as measured in the 50 percent target 150-line screen and prepare material accordingly. Total four-color dot density should not exceed 280 percent with no more than one solid color. Maximum screen density for any color: 85 percent; a required value over 85 percent should be made solid. Total two-color dot density in any area: 170 percent, with no more than one solid.

Digital Specifications

Diablo Publications is a Macintosh format Computer to Plate (CTP) environment and Adobe InDesign is the primary page layout program used. PDF/X-1a and Macintosh formatted InDesign documents submitted on disk (CD or DVD) with a high-quality SWOP-standard proof are the preferred advertising material formats. A completed Digital Pre-press Form must accompany all digital files—request a Digital Pre-press Form from your account executive or the advertising production coordinator. Ads submitted without a completed Digital Pre-press Form and required documentation will be assessed a $25 processing fee. If the document cannot be readily opened, or its components are substandard, the disk will be returned. All ads must be sized exactly and fractional ads must be bordered, or charges may apply. Clients will be advised of appropriate production charges that apply if a disk does not meet specifications detailed on the Digital Pre-press Form.

Acceptable Processed File Formats:

PDF: PDF/X-1a is the preferred PDF format. PDF version must be 1.3 (Acrobat 4.0 compatible), images CMYK and between 200–400 ppi at 100% of final image size used.

Acceptable Native File Formats:

InDesign: Version 3 and greater preferred.

QuarkXPress: Version 4–6.5 preferred. If using version 7.0 or greater, submit a PDF/X-1a file.

Illustrator*: Illustrator CS2 preferred.

Photoshop files are acceptable for images only. Ads created in Photoshop are not advised and charges may apply.

Ads created in programs other than InDesign, QuarkXPress, or Illustrator may be incompatible and production fees may be charged to convert the ad to a usable format.

When submitting ads in native file format, include all fonts and high-resolution images on the disk. All images must be CMYK and between 200-400 ppi at 100% of final image size used.

Use only standard Adobe fonts in PC-format native-file documents. The use of uncommon fonts may render the PC format native file document unusable.

*Illustrator .eps or .ai files generated from Illustrator C2S or higher are the preferred Illustrator formats. If you are using Illustrator version 9 or higher and using transparency functions, your file will be flattened at the time of output—please submit the .ai files as backup. Do not down-save files with transparency functions to Illustrator version 8.

Proof Requirements

A hardcopy high-quality digital proof that meets SWOP specifications (e.g. Kodak Approval, Epson Proof or other SWOP-standard composite proof) must accompany all materials submitted electronically or on disc—color printer output is not acceptable for color match. Color match attempts are not guaranteed when a substandard proof is provided. For full-page ads, if a SWOP-standard proof is not supplied, Diablo Publications will produce one at a cost to the advertiser of $60.

Shipping Instructions

Pack disk to prevent breakage during shipment. Proofs must accompany all materials and should not be folded across illustrations. Contents of the package should be identified on the outside with publication name and date.

Ship materials to: Advertising Production Coordinator, Diablo Publications, 2520 Camino Diablo, Walnut Creek, CA 94597. Include a copy of the insertion order with materials.

Speak to your Advertising Production Coordinator for electronic ad file submission instructions.

Materials Return

Camera ready advertising materials will not be returned unless requested. If you would like your materials returned, include a self-addressed, stamped envelope with your ad submission.

Advertising Unit Dimensions	Width	Height
2-page spread, trim	16 $\frac{1}{2}$ "	10 $\frac{3}{4}$"
Full-page, bleed	8 $\frac{1}{4}$"	10 $\frac{3}{4}$"
Full-page, non-bleed	7 $\frac{5}{16}$"	9 $\frac{13}{16}$"
1/2-page, horizontal	7 $\frac{5}{16}$"	4 $\frac{13}{16}$"
1/2-page, vertical	3 $\frac{9}{16}$"	9 $\frac{13}{16}$"
1/4 page	3 $\frac{9}{16}$"	4 $\frac{13}{16}$"

Questions?

Further questions can be addressed to the Advertising Production Coordinator at (925) 943-1111.