

DIGITAL FILE REQUIREMENTS FOR PRINT ADS:

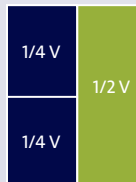
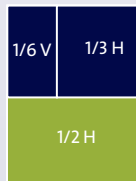
The most effective way to ensure your files will print without error is to provide a press-ready PDF (please see the below specifications). PDFs are the preferred file format; however, we can accept tiff, jpg, eps file formats and all files that are compatible with Adobe Creative Suite 6 or older as long as they follow the below specifications:

- All fonts and images are embedded in the file.
- CMYK color mode (*spot, lab, index and RGB colors are not accepted*).
- The file and all images it contains need to have a resolution of 300 dpi or higher.
- The ink density limit should remain below 300%.

PAGE SIZE: Page Trim size = 8.125" x 10.875"

LIVE AREA: Please keep all major text/graphics a minimum of 1/2" away from the page trim to ensure text/graphics will not be cut off during the trim process.

| Ad Size | Width | x Height |
|---|--------|-----------|
| 2-Page Spread (<i>includes bleed</i>) | 16.5" | x 11.125" |
| Full Page (<i>includes bleed</i>) | 8.375" | x 11.125" |
| 2/3 Page (<i>vertical</i>) | 4.625" | x 10" |
| 1/2 Page (<i>vertical</i>) | 3.375" | x 10" |
| 1/2 Page (<i>horizontal</i>) | 7.125" | x 4.875" |
| 1/3 Page (<i>vertical</i>) | 2.25" | x 10" |
| 1/3 Page (<i>horizontal</i>) | 4.625" | x 4.875" |
| 1/4 Page (<i>vertical</i>) | 3.375" | x 4.875" |
| 1/6 Page (<i>vertical</i>) | 2.25" | x 4.875" |
| Product Highlight | 2.25" | x 4.875" |



Please contact your Account Executive to reserve your schedule today!



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DIGITAL ADVERTISING

eNewsletter

Sent daily (Mon. – Fri.) to a minimum of 8,000 e-mail addresses.

Tower Ad (300 X 600 px)

Text Ad (Headline Ad)

eNews Banner Ad (400 X 70 px)

Website

Marquee (728 X 90 px)

Billboard Ad (300 X 250 px)

Banner (728 X 90 px)



WEBSITE

