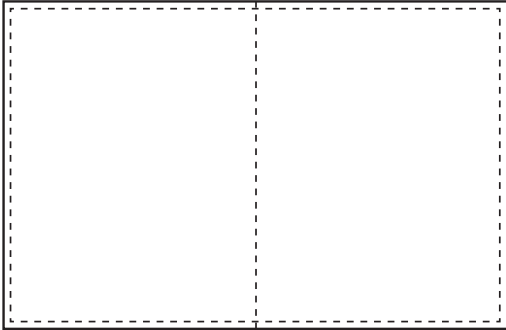


405 PRINT AD SPECS

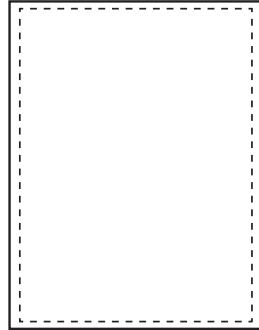
AD SIZES



2 PAGE SPREAD

Page size/Trim: 16.75" x 10.875" + .25" bleed

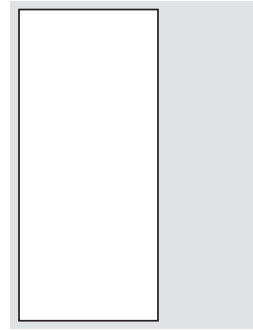
Safe Area: 15.75" X 9.875"



FULL PAGE

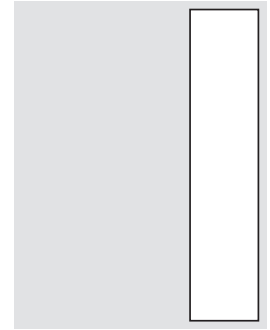
Page size/trim:
8.375" x 10.875"
+ .25" bleed

Safe Area: 7.375" x 9.875"



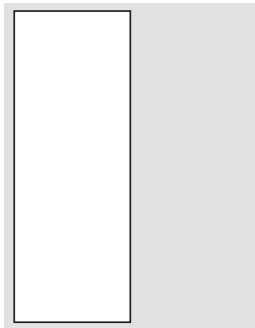
2/3 VERTICAL

4.75" X 9.875"



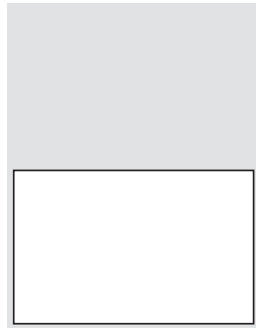
1/3 VERTICAL

2.25" X 9.875"



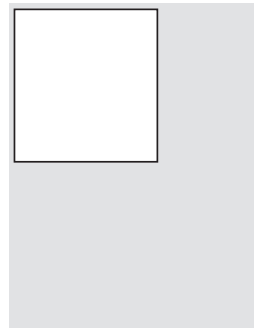
1/2 VERTICAL

3.5" X 9.875"



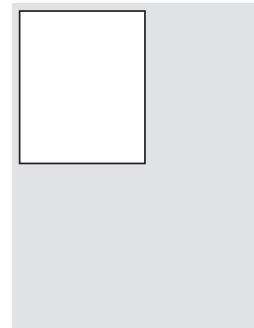
1/2 HORIZONTAL

7.375" X 4.75"



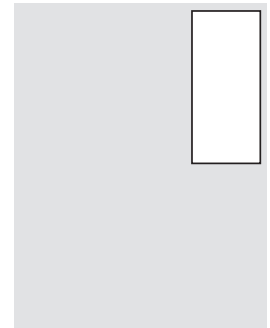
1/3 SQUARE

4.75" X 4.75"



1/4 SQUARE

3.5" X 4.75"



1/6 VERTICAL

4.75" X 2.25"

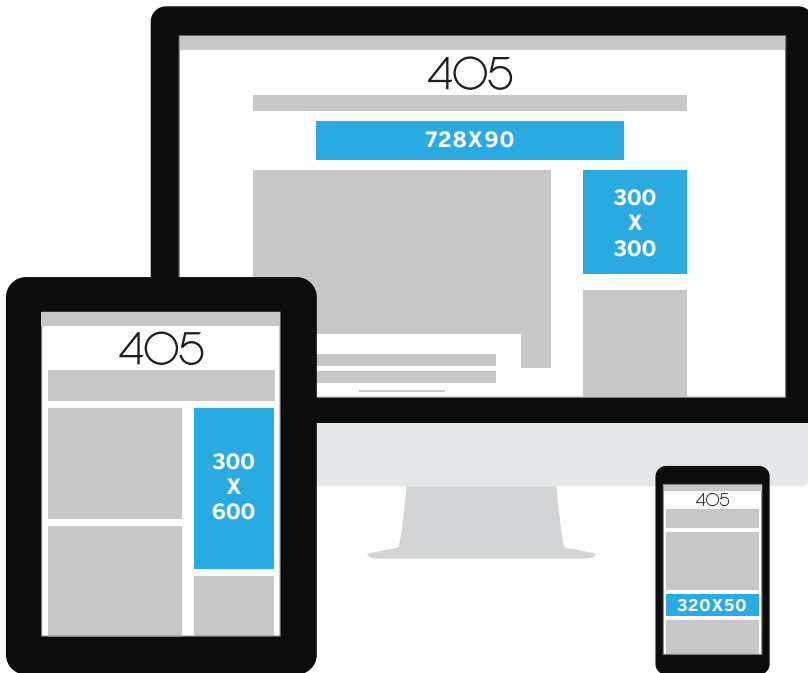
PRESS READY SUBMISSIONS

- Ads should be submitted in PDF format for print
- Fonts must be embedded on all PDF files.
- PDFs should be high resolution at the correct size (*please note: full pages are not 8.5x11*)
- Full page and 2 page spreads must have bleed
- No logos or important information outside of safe area
- All colors converted to cmyk
- No crop marks
- Ink coverage not to exceed C: 60 M: 40 Y: 30 K: 100

MATERIAL SUBMISSIONS

- Images should be high resolution: 300dpi at 100% of final size
- Web images not preferred
- Logos should be vector (.ai or .eps)
- Please include brand guidelines for reference. If you do not have guidelines, provide your preferred fonts and colors

405 DIGITAL AD SPECS



RUN OF SITE AD SIZES

72 dpi, RGB
JPG or PNG, click-through URL

LEADERBOARD **1500X200**
HALF PAGE **300X600**
SQUARE **300X300**
MOBILE **320X50**

NEWSLETTER AD SPECS

72 dpi, RGB
JPG or PNG, click-through URL

INSIDER E-BLAST **1080X1900**
SQUARE **295X295**
SHOP LOCAL **300X300**
SPONSORED LISTING **300X300**
TOP BANNER AD **600X188**

GOOGLE AD SIZE

72 dpi, RGB
GIF, JPG or PNG
Max. size 150KB

300X250
160X600
300X600
728X90
300X50
320X50

FACEBOOK/INSTAGRAM

72 dpi, RGB
GIF, JPG or PNG
Max. size 150KB

1080X1080

MATERIAL SUBMISSIONS

- Logos should be vector (.ai or .eps)
- Please include brand guidelines for reference.
If you do not have guidelines, provide your preferred fonts and colors