



## Digital File Specifications

**CENTRAL VIRGINIA BRIDAL GUIDE –**  
LARGE FORMAT (9" X 10.875")

### Production Contact:

Your Local Account Executive or  
Sales Coordinator call 757-422-8979 ext 257

AD SIZE	DIMENSIONS	BLEED	LIVE AREA
Double Page*	18" x 10.875"	18.25" x 11.125"*	17.5" x 10.375"
Full Page*	9" x 10.875"	9.25" x 11.125"*	8.5" x 10.375"
1/2 Vertical	3.875" x 9.75"	N/A	N/A
1/2 Horizontal	8.125" x 4.625"	N/A	N/A
1/4 Page	3.875" x 4.625"	N/A	N/A
1/8 Horizontal	3.875" x 2.125"	N/A	N/A

\*\*\*ALL ADS THAT BLEED REQUIRE  
1/4 INCH WITHIN FOR LIVE AREA AND  
1/8 INCH EXTRA FOR BLEED ON ALL SIDES

### Ad Delivery

Email to your account executive. For larger files use a free file delivery system such as WeTransfer.com

### General Information

#### Publication Trim Size:

9" x 10.875"

**Live Area:** All important items (text, logo, etc) 0.25" from trim on all sides

**Bleed:** 0.125" beyond trim on all sides

#### Binding Method:

Perfect Bound, jogs to foot

**Image Resolution:** 300 dpi

**Line Screen:** 150 dpi

**Color Space:** CMYK only; no spot color or RGB

#### Acceptable File Format

PDF with all fonts and high-resolution images embedded. Ensure that all elements are a minimum of 300 dpi and 100% in size.

#### Proofs

Ads submitted will not be provided an additional proof unless requested. We offer this service for an additional \$50. There is an opportunity to review your supplied ad at the time of upload on our ad portal.

### We want your Ad To Print Correctly

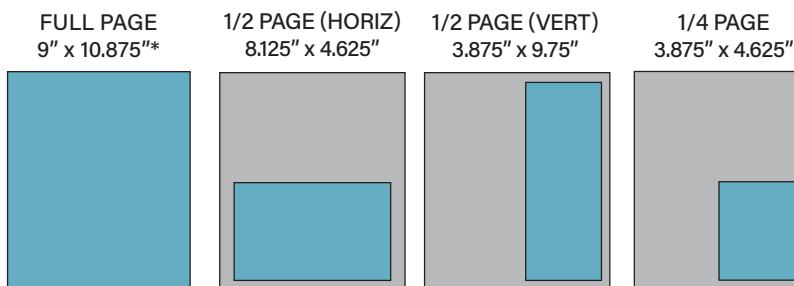
Late ads with problems or last-minute changes increase the chance of print error. Please make every effort to deliver your materials on time and to our specifications.

### Common Ad Problems to Avoid:

Please check your ad for these errors before uploading:

- Incorrect dimensions
- Text outside the live area (allow 1/4 inch at least, 1/2 inch preferred)
- Non-bleed ads that bleed (and vice versa)
- Low-resolution images
- Images not converted to CMYK
- Spot color/PMS used in the color space
- Position marks or color bars in the live area (suggested both crops and bleed marks be offset to .125" or more)

AD LAYOUT



\* Ad size is without required .125" bleed.

### Ads with Bleed

Pay special attention to the **live area**, **trim** and **bleed**.

