

Digital File Specifications

THE VISITORS GUIDE COUPON BOOK



Production Contact:

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

Ad Delivery

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

General Information

Publication Size: 4.25" x 5.25"

Line Screen: 150 dpi

Binding Method: Saddle stitched

Color Space: CMYK only; no spot color or RGB

Image Resolution: 300 dpi

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
- 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)

HALF PAGE
COUPON

FULL PAGE
COUPON

HALF PAGE
COUPON

MECHANICAL SPECIFICATIONS

| | width | height |
|--|--------|--------|
| Full Page | 3.975" | 5.075" |
| Double Page Coupon (Include .25" Center Gutter) | 8.125" | 5.075" |
| 1/2-H Designed Coupon | 3.934" | 2.39" |

