

### Digital File Specifications

#### VISITORS GUIDES – LARGE FORMAT (9" X 10.875")

#### Production Contact:

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



AD SIZE	NON-BLEED	BLEED	LIVE AREA	TRIM
Spread*	17" x 10"	18.25" x 11.125"*	17" x 10"	18" x 10.875"
Page*	8" x 10"	9.25" x 11.125"*	8" x 10"	9" x 10.875"
2/3 Vertical	5" x 9.625"	5.75" x 11.125" *	4.64" x 10"	5.6" x 10.875"
1/2 Vertical	3.7" x 9.625"	4.45" x 11.125" *	3.3" x 10"	4" x 10.875"
1/2 Horizontal	7.625" x 4.7"	9.25" x 5.57"*	8" x 4.6"	9" x 5.3"
1/2 Island	5" x 7.1625"	N/A	N/A	N/A
1/3 Block	5" x 4.7"	N/A	N/A	N/A
1/3 Vertical	2.4" x 9.625"	N/A	N/A	N/A
1/4 Block	3.7" x 4.7"	N/A	N/A	N/A
1/6 Horizontal	5" x 2.2375"	N/A	N/A	N/A
1/6 Vertical	2.3" x 4.7"	N/A	N/A	N/A
1/8 Horizontal	3.7" x 2.25"	N/A	N/A	N/A
1/12 Horizontal	2.38" x 2.25"	N/A	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

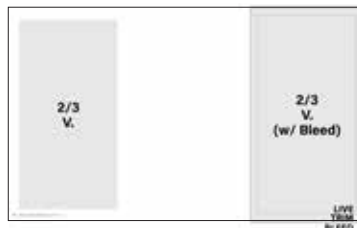
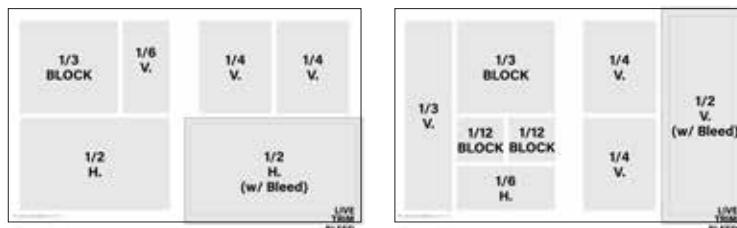
Ads submitted will not be provided an additional proof unless requested. We offer this service for an additional \$50. There is an opportunity to review your supplied ad at the time of upload on our ad portal.

#### 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)



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

