VISTAGRAPHICS, INC.

Solution-Based Media

Visitors Guide Magazines • Coastal Virginia Magazine • CoVaBIZ Magazine • Coastal Virginia Weddings • Lynchburg Living • Lynchburg Business • Central Virginia Weddings • Virginia Guide

Digital File Specifications

LYNCHBURG BUSINESS —
LARGE FORMAT (9" X 10.875")

Production Contact:
Your Local Account Executive or
Sales Coordinator call 757-422-8979 ext 156

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 LAYOUT

FULL PAGE
9" x 10.875"*

1/2 PAGE (HORIZ)
8.125" x 4.625"

1/2 PAGE (VERT)
3.875" x 9.75"

1/4 PAGE
3.875" x 4.625"

* Ad size is without required .125" bleed.

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

Live Area
8.5" X 10.375"

Trim Size
9" X 10.875"

Bleed
9.25" X 11.125"

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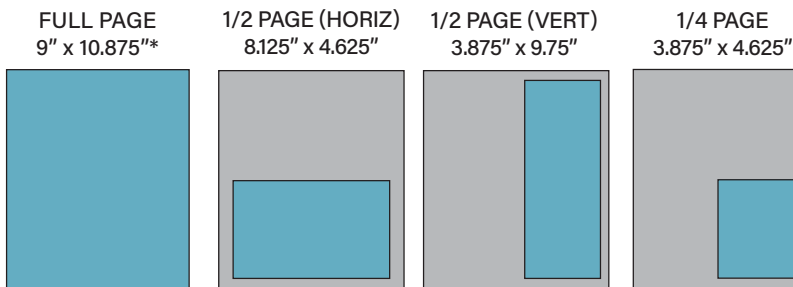
We want your Ad To Print Correctly
Late ads with problems or last-minute changes increase the chance of print error. Please make every effort to deliver your materials on time and to our specifications.

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 offet to .125" or more)

VG
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www.vistagraphicsinc.com