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 LIVING —
8.375" 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*	16.75" x 10.875″	17" x 11.125″*	16.25" x 10.375″
Full Page*	8.375" x 10.875″	8.625" x 11.125″*	7.875" x 10.375″
1/2 Vertical	3.75" x 9.75″	N/A	N/A
1/2 Horizontal	7.75" x 4.625″	N/A	N/A
1/4 Page	3.75" x 4.625″	N/A	N/A
1/8 Horizontal	3.75" x 2.1875″	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
8.375″ x 10.875″*

1/2 PAGE (HORIZ)
7.75″ x 4.625″

1/2 PAGE (VERT)
3.75″ x 9.75″

1/4 PAGE
3.75″ 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
7.875″ X 10.375″

Trim Size
8.375″ X 10.875″

Bleed
8.625″ 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:
8.375″ 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.

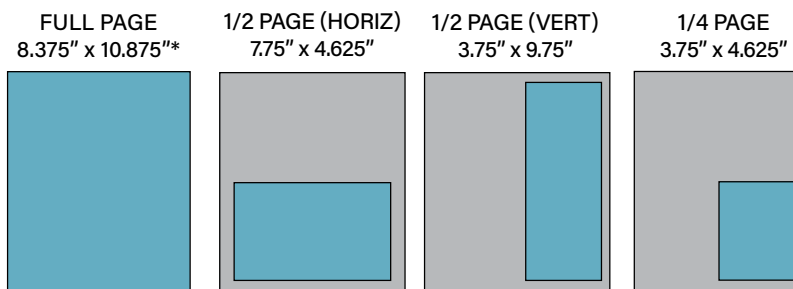### We want your Ad To Print Correctly
Late ads with problems or last-minute changes increase the chance of print error. Please make every effort to deliver your materials on time and to our specifications.

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)

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www.vistagraphicsinc.com