

# THE SOUTHWEST VIRGINIA BRIDAL GUIDE

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## FORGET CAMERA READY - THINK COMPUTER READY! THE SOUTHWEST VIRGINIA BRIDAL GUIDE IS NOW DIGITAL!

Please give this sheet to your ad agency or graphic artist

All ad submissions must be on magnetic media in one of the approved formats, each described later. This not only saves production time, but gives you the ability to have an ad that can be used for magazine, newspaper, even the internet - without incurring additional production costs each time. This change will allow us to continue to provide you with the best advertising vehicle for your business.

### Ad Production Specifications

#### Ad Sizes:

|                             |                             |
|-----------------------------|-----------------------------|
| Double Spread:              | 10" width x 7 3/4" depth    |
| Full Page:                  | 4 3/4" width x 7 3/4" depth |
| 1/2 Page Vertical:          | 2 1/4" width x 7 3/4" depth |
| 1/2 Page Horizontal:        | 4 3/4" width x 3 3/4" depth |
| 1/4 Page Vertical:          | 2 1/4" width x 3 3/4" depth |
| 1/4 Page Horizontal:        | 4 3/4" width x 1 7/8" depth |
| 1/3 Page (Horizontal only): | 4 3/4" width x 2 1/2" depth |
| Display Block Ad:           | 2 1/4" width x 1 1/4" depth |

#### Bleeds:

Full bleeds are available on the inside front cover, inside back cover, and back cover ONLY!

#### Color:

Covers will be 4-color, in addition to a 16 page color "signature" that includes the first eight (8) pages and last eight (8) pages.

#### General Specifications:

1. Always send ALL fonts involved with the job. Be sure any fonts that are used in art files (.eps) are also included.
2. Send ALL art/images files used in the job. *Freehand* or *Illustrator* (.eps) files and *Photoshop* (.tif) or (.eps) files are preferable. If you work in layers in *Photoshop*, please send your layered (.psd) files in addition to your other files, just in case there are problems.
3. If you send *Acrobat* (.pdf) files, please embed and subset ALL fonts at 100%, add bleed, and create the file with high resolution graphics (300 dpi for photos, 1200 dpi for line art).
4. All color work (whether it is a photo or artwork) needs to be in CMYK format, not RGB.
5. We cannot accept ".jpg" or ".gif" files extracted from, or used in the design of web sites. These files often have a low (72 dpi) resolution and are not high enough quality for output.

#### Media:

Ad submissions can be on diskette, Zip-disk, SyQuest disk (IBM or MAC format) or CD ROM.

#### Page Size:

Trim Size: 5 1/2" x 8 1/2"                      Live Area: 4 3/4" x 7 3/4"

#### Proofreading/Proofs:

All ads must be proofread (either by you, your agency/graphic artist, or both) before we receive them. *No proofs, tear sheets, or check copies will be submitted prior to publication.*

#### Software:

We can accept *Acrobat*, *Microsoft Word*, *PageMaker*, *Photoshop*, *Quark Xpress* or *WordPerfect* files (IBM or MAC). Scanned images should have at least a 300 dpi (preferably 600 dpi) resolution with a color depth of 24 bits and a dynamic range of at least 2.7.