

2023 OFFICIAL GUIDE TO ANCHORAGE

PRINT ADVERTISING DIGITAL SUBMISSION FORM

Advertiser: _____

Printer/Agency: _____

Ad Placement(s): _____

File Prep Contact: _____ Phone: _____

E-mail: _____

Advertiser approved proof provided for display ads: ☐ Yes ☐ No

This form and a printed proof must be included with your digital submission for all placements.

Due to the complexity of producing digital files, Visit Anchorage highly recommends that you consult the member businesses that provide these services (listed on the opposite page) for assistance.

Please note: Materials must be complete and in final form. No alterations will be made by Visit Anchorage. See material specifications below.

ADVERTISER CHECKLIST

Complete the following before submitting:

Software

☐ InDesign ☐ Illustrator ☐ Photoshop

Submission

☐ Email ☐ Flash drive

CMYK

☐ CMYK colors converted

Fonts

☐ Outlined

Proof

☐ Proof included

CAMERA-READY ADS DUE:
November 8, 2022

FOR MORE INFORMATION CONTACT:

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ELECTRONIC FILES

Electronic files are required. Ads can be built on Macintosh or Windows platform in InDesign (preferred), Illustrator or Photoshop. All files must be CMYK and no less than 300 DPI. All files must include scans, art files, logos, an advertiser-approved printed proof, and all files must be outlined.

Proofs

A printed proof is required for all ad submissions.

Digital Files – Software

Preferred for best reproduction: InDesign

Other acceptable files: Illustrator, PDF X1A, Photoshop

Submissions

Email or flash drive. Label media with advertiser, ad title, and submit to membership representative.

CMYK

CMYK must be used for all images and colors.

All RGB or pantone colors must be converted before submission.

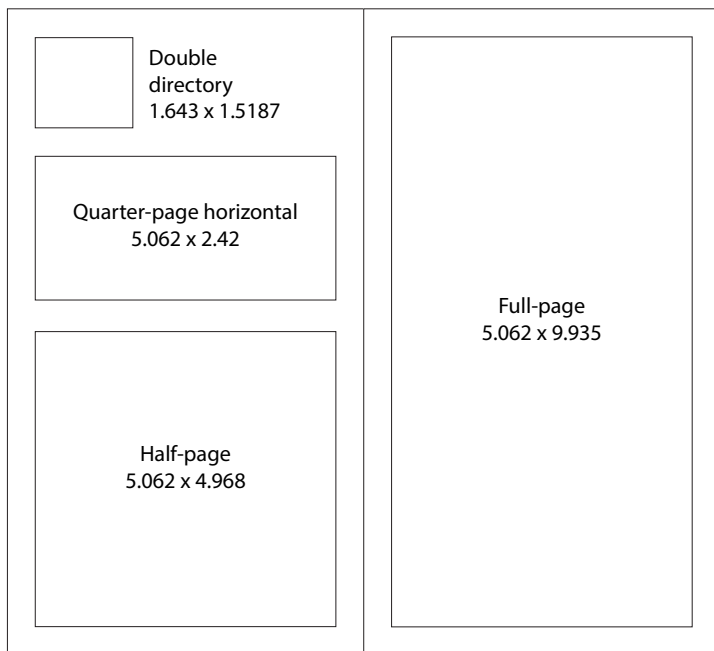
Fonts

Postscript fonts must be included with screen and printer fonts.

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PUBLICATION SPECIFICATIONS

Printing Method	Heat-Set Web
Cover Stock	#3-80#
Text Stock	#4-40#
Ink	4-color process
Bindery	Perfect bound
Finished Size	6" x 10.87"



PREMIUM PRINT ADS

Placement Specs

Back cover	6" x 10.875" plus .25" bleed <i>(live area within 3/16 of trim area)</i>
Inside back cover	6" x 10.875" plus .25" bleed <i>(live area within 3/16 of trim area)</i>
Full page (map adjacent)	5.062" x 9.935"

DIRECTORY PRINT ADS

Ad Specs

Full-page	5.062" x 9.935"
Half-page horizontal	5.062" X 4.968"
Quarter-page horizontal	5.062" x 2.42"
Double directory	1.643" x 1.5187"

ASSISTANCE

Due to the complexity of producing digital files, Visit Anchorage highly recommends that you consult one of the following member businesses that provide these professional services:

Business

Brilliant Media Strategies	907.276.6353
Color Art Printing Co., Inc.	907.277.2409
MSI Communications	907.569.7070
PIP Printing, Marketing and Signs	907.274.3584
Spawn Ideas, Inc.	907.274.9553
Technipress.	907.561.8477
Turning Heads Design.	907.351.3788

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