

AD SUBMISSION

Please email your advertising materials to:

Jessica Caparco

Director of Marketing

PWCVB

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SPECS AND GUIDELINES

- » File Format - Print-Ready PDF
- » Make sure all images in your file are 300 dpi resolution
- » Please do not include spot colors
- » Create a high-resolution PDF using Acrobat Distiller
- » PDF must be at least 300 dpi at the ad's correct size
- » Embed all fonts, images and logos (all should be high-resolution before embedding)
- » Set all images to CMYK before creating the PDF, or set to grayscale if black and white (do not send RGB mode)
- » All photos must be in TIF or EPS format and not as JPEG

AD SIZES (ALL MEASUREMENTS IN INCHES)

Document size for bleed full-page ads must measure 5.375 x 8.375. Extend bleed 0.125 past trim on all sides. Keep all live matter (text, important elements in pictures like faces, product features, etc.) 0.375 away from the trim edges.

FULL-PAGE ADS (WIDTH X HEIGHT)

Non-bleed Ad	5.125 x 8.125
Document Area	5.375 x 8.375
Bleed Area	5.625 x 8.625

FRACTIONAL ADS (WIDTH X HEIGHT), NON-BLEED ADS ONLY

1/2 Horizontal	4.875 x 3.85
1/4 Vertical	2.4 x 3.85