

2022–2023 Fall/Winter Visitors Guide October 1, 2022–March 31, 2023

### **AD SUBMISSION**

Please email your advertising materials to:

**Jessica Caparco** 

Senior Director of Marketing PWCVB

JCaparco@GoProvidence.com

#### **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  $5.375 \times 8.375$ . 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  $4.875 \times 3.85$  1/4 Vertical  $2.4 \times 3.85$