

### AD SUBMISSION

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Please email your advertising materials to:

**Jessica Caparco**

Director of Marketing

PWCVB

**JCaparco@GoProvidence.com**

### SPECS AND GUIDELINES

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- » 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)

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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)

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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

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1/2 Horizontal	4.875 x 3.85
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