Full Page Non-Bleed
4.5" w x 7.625" h

1/2 Horizontal
4.5" w x 3.6875" h

Full Page Bleed
trim size is 5.25" w x 8.375" h
you MUST include an additional .125" (1/8") on each side for bleed
live area is .375" inside of trim area, keep all logos, text, etc. inside of the live area

live area
4.5" x 7.625"

trim size
5.25" x 8.375"

bleed area
5.5" x 8.625"

1/2 Horizontal
4.5" w x 3.6875" h

PLEASE SEND ALL AD MATERIALS TO:
Scott Bunce, Ad Production Coordinator
EMAIL: ads@richmag.com
FAX: 804.355.5442
2201 W. Broad St., Suite 105
Richmond, VA 23220
QUESTIONS? Call Scott Bunce at 804.355.0111
ADVERTISING INSTRUCTIONS AND GUIDELINES

FOR READY-TO-PRINT ADS:
(Ad must be sized to correct dimensions of ad placement)

SUBMISSION:
• Email: ads@richmag.com (Note: File size cannot exceed 10MB)
• FTP site: Call or email for upload instructions.
• CD: Mail disk to the attention of Scott Bunce at the address above.

FORMATS:
• PDF (preferred)
• EPS, TIF or JPG (also acceptable)
• Adobe InDesign, Illustrator or Photoshop (include used font files and linked images.)
NOTE: WE CANNOT ACCEPT MICROSOFT FILES OF ANY KIND. (Publisher, Word, Excel, Powerpoint, Project, FrontPage, Entourage, etc.)

RESOLUTION:
• All images and logos in the ad must be at least 300 dpi at 100% size.
NOTE: ADDING DPI TO AN IMAGE OR LOGO THAT IS BELOW 300 DPI WILL RESULT IN A BLURRED AND BITMAPPED IMAGE OR LOGO WHEN PRINTED.

COLOR:
• CMYK. All photos and graphic colors in the ad must be CMYK.
NOTE: IF RGB, SPOT OR PANTONE COLORS ARE USED, THEY WILL BE CONVERTED AND WILL NOT LOOK THE WAY YOU EXPECTED THEM.

MINIMUM TEXT SIZES:
• Solid color text: Minimum 7 points in font size
• White text on black or color background: Minimum 9 points in font size
NOTE: FONTS BELOW MINIMUM SIZES MAY CLOSE UP WHEN PRINTED.
DOT GAIN ON PRESS IS 20%