

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

Full Page Non-Bleed

4.5" w x 7.625" 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

1/2 Horizontal

4.5" w x 3.6875" h

BROADWAY IN RICHMOND

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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)

NOTE: ALL PRINTERS MARKS AND COLOR BARS MUST BE SET OUTSIDE OF BLEED.

- **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%**

We can produce a print ad for you:

NOTE: Please submit ad materials **5 business days BEFORE** your deadline to allow time for production, proofing and approval.

SEND:

- **A high-resolution logo** (300 dpi)
- **High-resolution photos** (300 dpi), illustrations or graphics you'd like included (Note: Check out www.thinkstockphotos.com for great stock images.)
- **Ad copy**, including headline, body text or bullet points, contact information and call to action
- **Any ads** or marketing materials that your company currently uses (300 dpi)
- **Preferences** you have as far as layout, color, etc.