FOR READY-TO-PRINT ADS IN RICHMOND MAGAZINE:
(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.

FORMATS:
- PDF- must be high resolution (preferred format)
- Adobe InDesign or Illustrator (outline all fonts and package all design files)

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.
- Adding DPI to an image or logo that is below 300 dpi will result in a blurred and bitmapped image or logo when printed.
- Pulling images directly from Web (I.E. FACEBOOK, WEBSITE) will result in a low resolution image. You must have photo rights to all images used in your ad.

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%

WEB ADS ON RICHMONDMAGAZINE.COM:
You may submit a web-ready ad to ads@richmag.com:
- We accept JPG, GIF, PNG or SWF files (72 dpi, max size 40KB).
- Indicate the URL for linking your ad.
- See richmondmagazine.com media kit for additional specs.

We can produce a web ad for you if you submit the following:
- Logos, images and copy to be used; any color and layout preferences
- Note: Please submit ad materials 5 business days before your deadline to allow time for production, proofing and approval.

WEB AD SIZES:
(width by height)
- Leaderboard:
  All three sizes required
  970 x 90 pixels
  728 x 90 pixels
  320 x 50 pixels
- Display:
  300 x 250 pixels

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  970 x 90 pixels
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**Print Ad Sizes**

- **2/3 Vertical**
  - 4.75" w x 9.875" h

- **1/3 Vertical**
  - 2.25" w x 9.875" h

- **1/3 Block**
  - 4.75" w x 4.812" h

- **1/4 Vertical**
  - 3.5" w x 4.5" h

- **1/8 Horizontal**
  - 3.5" w x 2.1" h

- **1/2 Horizontal**
  - 7.25" w x 4.812" h

- **Full Page Bleed**
  - Trim size is 8.25" w x 10.875" 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: 7.5" x 10.125"
  - Trim size: 8.25" x 10.875"
  - Bleed area: 8.5" x 11.125"

- **Full Page Non-Bleed**
  - 7" w x 10" h

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**New Gallery Ad Sizes**

- **New Gallery Size**
  - 1/4 Vertical
  - 3.5" w x 4.5" h

- **New Gallery Size**
  - 1/8 Horizontal
  - 3.5" w x 2.1" h

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**Full Page Non-Bleed**

- 7" w x 10" h