

ADVERTISING INSTRUCTIONS & GUIDELINES

PRINT

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)

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

- 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.

NOTE: ADDING DPI TO AN IMAGE OR LOGO THAT IS BELOW 300 DPI WILL RESULT IN A BLURRED AND BITMAPMED IMAGE OR LOGO WHEN PRINTED.

NOTE: 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%

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. After deadline we will have to print your ad with the most recently approved changes.

SEND:

- A high-resolution logo (300 dpi)
- High-resolution photos (300 dpi), **you must have photo rights to all images used in your ad**, illustrations or graphics you'd like included (Note: Check out www.gettyimages.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.

WEB

FOR 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.

Ask Scott for additional web, newsletter or interstitial specs.

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

