

MEDIA INFORMATION

DIMENSIONS (inches)	WIDTH	X	HEIGHT
Trim Size of the guide	8.125	x	10.5
Full Page Ad – Add 1/8" Bleed all around <i>(Live Area 7" x 9.6")</i>	8.125	x	10.5
Full Page Ad, No Bleed	7	x	9
1/2 Page Horizontal Ad	7	x	4.5
1/2 Page Vertical Ad	3.45	x	9
1/4 Page Ad	3.45	x	4.5
1/8 Page Ad	3.45	x	2.25

PREMIUM ADS

Front Cover – Add 1/8" Bleed all around <i>(Live Area 7" x 9.6")</i>	8.125	x	10.5
Back Cover – Add 1/8" Bleed all around <i>(Live Area 7" x 9.6")</i>	8.125	x	10.5
Front Flaps – Add 1/8" Bleed all around <i>(Live Area 5" x 9.75")</i>	5.5	x	10.5
Back Flaps – Add 1/8" Bleed all around <i>(Live Area 5" x 9.75")</i>	5.5	x	10.5

ONLINE ADS (pixels)

Web Sponsorship Ad	234	x	60
Newsletter Banner Ad	320	x	350
Box Ads	320	x	350
Top & Bottom Leaderboard	650	x	100

APP ADS (pixels)

Box Ad	Design Dimensions	1000	x	1000
	Actual Display Dimensions	375	x	375
Leaderboard Ad	Design Dimensions	1000	x	200
	Actual Display Dimensions	375	x	75

Print File Format:

- PDF is the preferred file format for completed ads, all fonts embedded, all CMYK
- Bleed is 0.125" on all sides
- Please set crop marks to offset by 0.2"
- InDesign, Illustrator and Photoshop

Images, Fonts, Logos and Illustration ART:

- OK to use tiff, eps or jpeg
- Convert everything to CMYK
- All fonts must be embedded

Print Resolution and Colors:

- 300 ppi (pixels per inch) at 100% cropped size
- CMYK only, no PANTONE or RGB
- Images that are not CMYK will be converted during printing

Web Resolution and Colors:

- 96 ppi (pixels per inch) at 100% cropped size
- RGB only

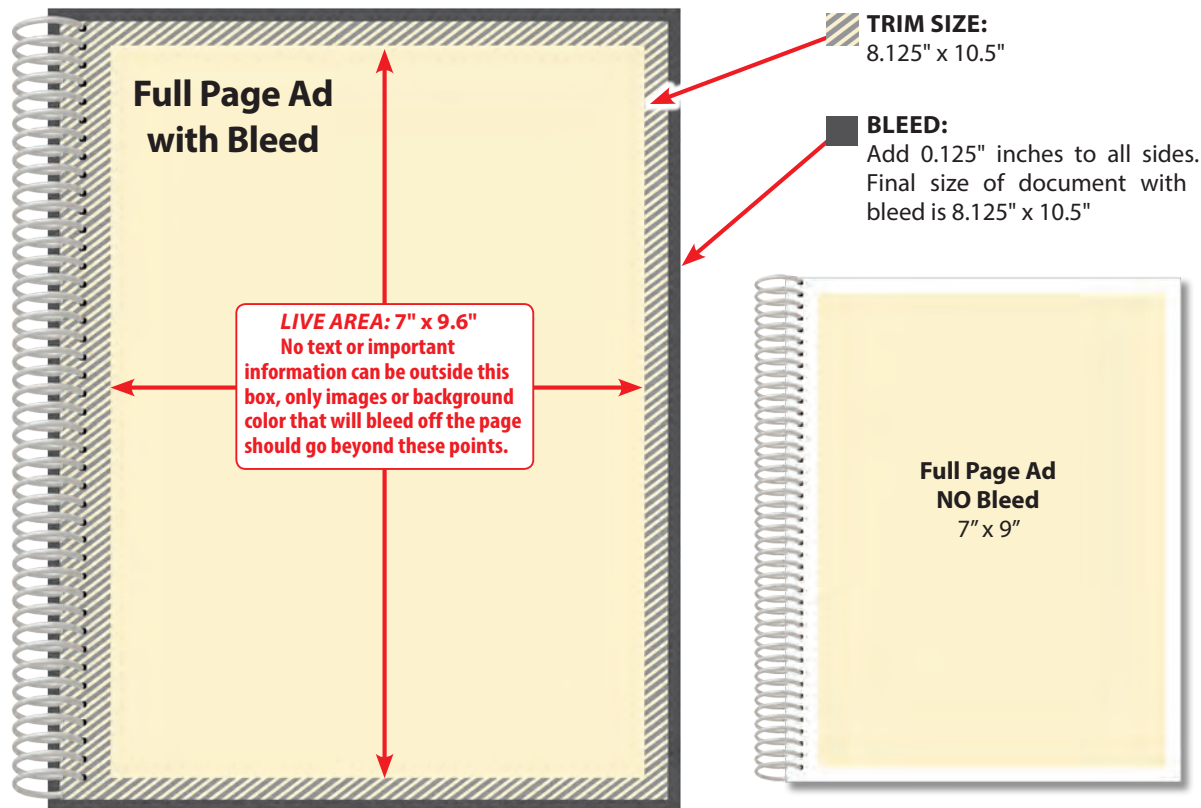
Fonts and Supporting Art:

- Include all fonts, images, logos/artwork

App Ad Constraints:

- Preferred file types are High Quality PDF with all fonts loaded or a PNG that has been exported for Web use
- Small text should be avoided
- All logos and photos should be high quality
- Maximum file size of 2MB

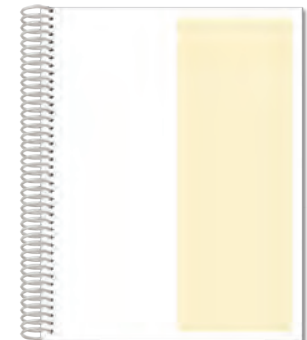
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Half Page Horizontal
7" x 4.5"



Half Page Vertical
3.45" x 9"



Quarter Page
3.45" x 4.5"



Eighth Page
3.45" x 2.25"



Delivery Media:

For more information on how to submit artwork, contact your account manager or our ad production department directly.

Phone 804-776-8999
Fax 888-951-7890
Email production@waterwayguide.com
Mail Waterway Guide, PO Box 1125, Deltaville, VA 23043
UPS/FedEx 16273 General Puller Highway, Deltaville, VA 23043