

DIMENSIONS (inches)	WIDTH	X	HEIGHT
Trim Size of the guide	8.125	x	10.5625
Full Page Ad, With Bleed <i>(Live Area 7" x 9.75")</i>	8.375	x	10.75
Full Page Ad, No Bleed	7	x	9.75
1/2 Page Horizontal Ad	7	x	4.875
1/2 Page Vertical Ad	3.375	x	9.75
1/3 Page Horizontal Ad	7	x	3.125
1/3 Page Vertical Ad	3.375	x	7
1/4 Page Ad	3.375	x	4.875
1/8 Page Ad	3.375	x	2.375
Extended Cruising Ad	3.375	x	1.5

PREMIUM ADS

Front & Back Cover Trim Size	8.375	x	10.5
Front & Back Cover, With Bleed <i>(Live Area 7.25 x 9.75")</i>	8.625	x	10.75
Front & Back Flaps Trim Size	5.5	x	10.5
Front & Back Flaps, With Bleed <i>(Live Area 5" x 9.75")</i>	5.75	x	10.75

ONLINE ADS (pixels)

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

File Format:

- PDF is the preferred file format for completed ads, all fonts embedded, all CMYK. Bleed is .125" on all sides. Please set crop marks to offset by .2"
- InDesign, Illustrator and Photoshop

Images, Fonts, Logos and Illustration ART:

- OK to use tiff, eps or jpeg; convert everything to CMYK
- Convert all type to outlines

Print Resolution:

- 300 ppi (pixels per inch) at 100% cropped size

Web Resolution:

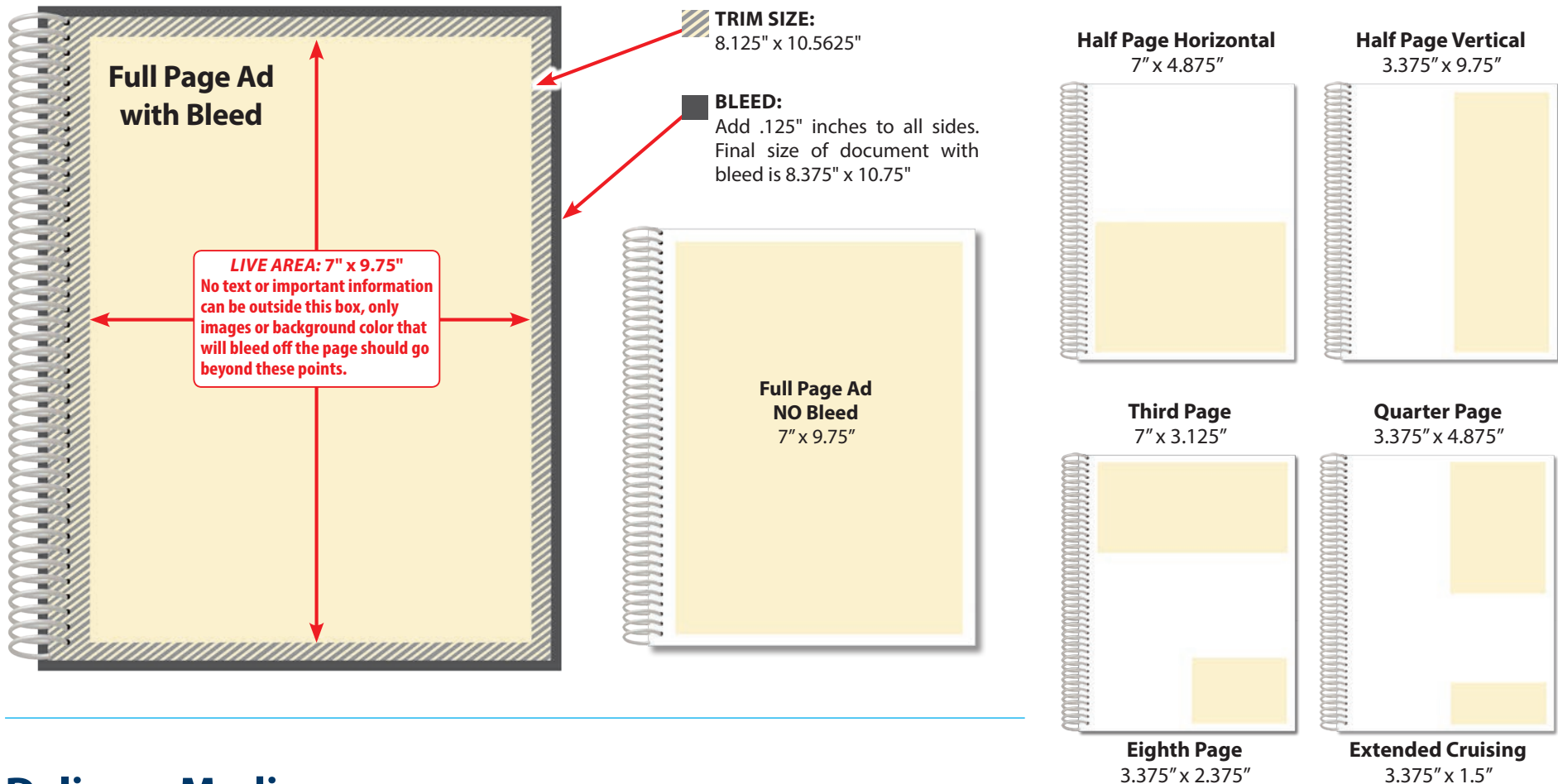
- 72 ppi. (pixels per inch) at 100% cropped size
NOTE: This is not print quality resolution and their use is not recommended

Colors:

- CMYK only, no PANTONE or RGB
Images that are not CMYK will be converted during printing

Fonts and Supporting Art:

- Include all fonts, images, logos/artwork



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
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