



PRINT & WEB SPEC SHEET 2017 - 2018

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PRINT DISPLAY AD SPECS

(See diagram on back page)

PRINT, all ads are in full color

1/8 horizontal	2.125" w x 1.75" h
1/4 vertical	2.125" w x 3.625" h
1/4 horizontal	4.375" w x 1.75" h
1/2 vertical	2.125" w x 7.375" h
1/2 horizontal	4.375" w x 3.625" h
2/3 page	4.375" w x 5.375" h
Full page bleed	5.62" w x 8.62" h

(Full page files must be built to 5.62" x 8.62."
This includes a 1/8" (.125) bleed area on each side which **WILL BE CUT OFF** when the guide is trimmed to final size.

Please see chart on back page for exact ad sizing.

ELECTRONIC FILES

- We accept appropriately formatted PDF, JPG or TIF files. JPG files must be converted to CMYK.
- Minimum Resolution of 300 dpi, otherwise your ad may appear blurry or pixilated.
- All color **MUST** be converted to CMYK. RGB colors (monitor colors) will change in printing.
- **DO NOT** submit Microsoft Word, Publisher or Powerpoint files.

WEBSITE DISPLAY AD SPECS

Picture / Logo

Next to listings max 220 x 220 pixels, 160 dpi in JPEG or PNG format

Banners - JPEG or Animated GIF

- **Premium Featured Banner**
970 x 344 pixels
- **Top Banner & Category Banner**
468 x 60 pixels
- **Featured Partner Banner**
190 x 340 pixels

**SEND ADS, BANNERS & PICTURES
TO: ADS@THEPRIDEGUIDES.COM**



A Statewide Online & Print LGBT Travel, Wedding & Business Resource Guide

VISIT US
ONLINE

GoGayHawaii.com • GoGayNevada.com • GoGayCalifornia.com
GayColorado.com • GayArizona.com • ThePrideGuides.com

FULL PAGE

5.62 x 8.62 (bleed included)

Keep copy and important images within the safe area.

○ — Safe Area 3.875 x 7.375

○ — Trim Size 5.375 x 8.375

○ — Bleed Area 1/8 (.125)

1/8 PAGE

2.125 x 1.75

1/4 HOR

4.375 x 1.75

1/4 VERT

2.125 x 3.625

1/2 VERT

2.125 x 7.375

1/2 HOR

4.375 x 3.625

2/3 PAGE

4.375 x 5.375