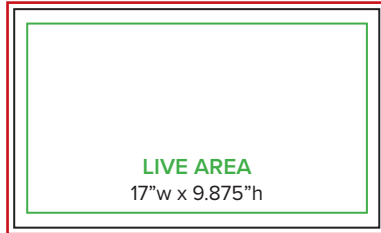


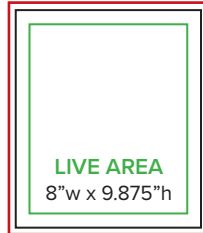


BLEEDING ADS LAYOUT

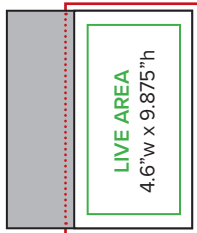
DOUBLE PAGE*
Trim Size:
18"w x 10.875"h*



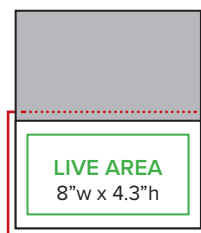
FULL PAGE*
Trim Size:
9"w x 10.875"h*



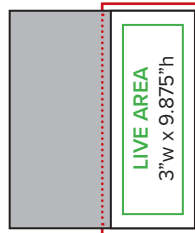
2/3 PAGE (VERT)*
Trim Size:
5.6"w x 10.875"h*



1/2 PAGE (HORIZ)*
Trim Size:
9"w x 5.3"h*



1/2 PAGE (VERT)*
Trim Size:
4"w x 10.875"h*



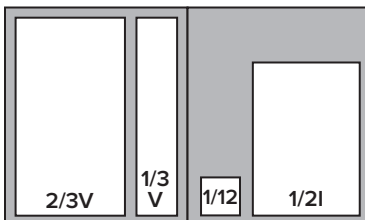
* Ad size is without required .125" bleed.

***ALL ADS THAT BLEED REQUIRE
1/2 INCH FROM TRIM FOR LIVE AREA AND 1/8 INCH BEYOND TRIM FOR BLEED ON ALL SIDES

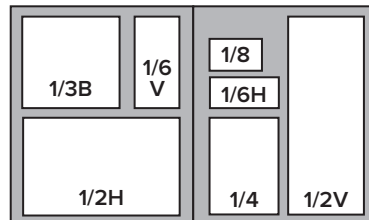
*Ads with Bleed

Pay special attention to the **LIVE AREA** (where copy, important graphics, logos, disclaimers are safe), **TRIM** (edge of your ad) and **BLEED** (excess background for printing accuracy).

NON-BLEEDING ADS LAYOUT



2/3 (VERT) 5"w x 9.625"h
1/2 (VERT) 3.7"w x 9.625"h
1/2 (HORIZ) 7.625"w x 4.7"h
1/2 (ISLAND) 5"w x 7.1625"h
1/3 (BLOCK) 5"w x 4.7"h
1/3 (VERT) 2.4"w x 9.625"h



1/4 (BLOCK) 3.7"w x 4.7"h
1/6 (HORIZ) 5"w x 2.2375"h
1/6 (VERT) 2.3"w x 4.7"h
1/8 (HORIZ) 3.7"w x 2.25"h
1/12 (HORIZ) 2.38"w x 2.25"h

VISTA GRAPHICS, INC.

Solution-Based Media

Visitors Guide Magazine

DIGITAL FILE SPECIFICATIONS

LAKE ANNA GUIDE (9" X 10.875")

Production Contact:

Your Local Account Executive

or Sales Coordinator call 757-422-8979 ext 156

AD DELIVERY

Email to your account executive. For larger files use a free file delivery system such as WeTransfer.com

GENERAL INFORMATION

Publication Trim Size: 9" x 10.875"

Live Area: All important items (text, logo, etc) 0.5" from trim on all sides

Bleed: 0.125" beyond trim on all sides

Binding Method: Perfect Bound

Image Resolution: 300 dpi

Color Space: CMYK only; no spot color or RGB

Acceptable File Format PDF with all fonts and high-resolution images embedded. Ensure that all elements are a minimum of 300 dpi and 100% in size.

Proofs There is an opportunity to review your supplied ad at the time of upload on our ad portal.

We Want Your Ad To Print Correctly Late ads with problems or last-minute changes increase the chance of print error. Please make every effort to deliver your materials on time and to our specifications.

Ads With Bleeds: Ads provided without bleeds will float on page with white border.

COMMON AD PROBLEMS TO AVOID:

Please check your ad for these errors before uploading:

- Text or logos outside the live area (allow 1/2 inch)
- Low-resolution images
- Images not converted to CMYK
- Spot color/PMS used in the color space
- Position marks or color bars in the bleed area (suggested both crops and bleed marks be offset to .125" or more)

www.vistagraphicsinc.com

