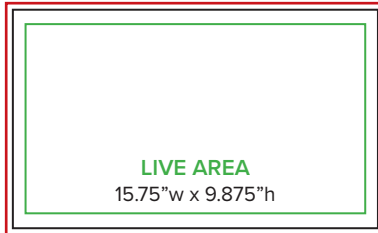
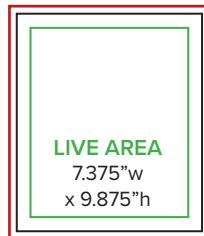


## BLEEDING ADS LAYOUT

**DOUBLE PAGE\***  
Trim Size:  
16.75"w x 10.875"h\*



**FULL PAGE\***  
Trim Size:  
8.375"w x 10.875"h\*



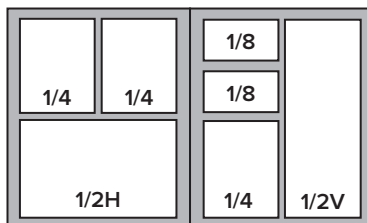
\* Ad size is without required .125" bleed.

\*\*\*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



**1/2 (VERT)** 3.75"w x 9.75"h

**1/2 (HORIZ)** 7.75"w x 4.75"h

**1/4 (BLOCK)** 3.75"w x 4.75"h

**1/8 (HORIZ)** 3.75"w x 2.265"h

# VISTA GRAPHICS, INC.

## Solution-Based Media

### DIGITAL FILE SPECIFICATIONS

THE VIRGINIA GUIDE

#### Production Contact:

Your Local Account Executive

or Sales Coordinator call 757-422-8979 ext 156

### AD DELIVERY

Email to Julie Matthews at [julie@vgnet.com](mailto:julie@vgnet.com) For larger files use a free file delivery system such as WeTransfer.com

### GENERAL INFORMATION

**Publication Trim Size:** 8.375" 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](http://www.vistagraphicsinc.com)

