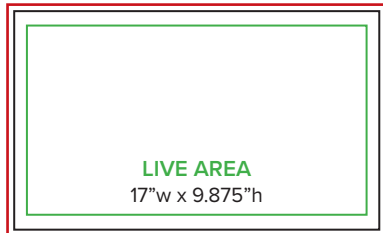


## BLEEDING ADS LAYOUT

### DOUBLE PAGE\*

Trim Size:  
18"w x 10.875"h\*



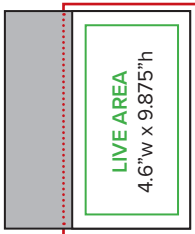
### FULL PAGE\*

Trim Size:  
9"w x 10.875"h\*



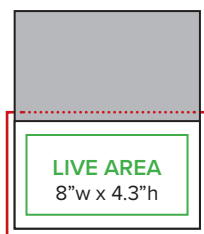
### 2/3 PAGE (VERT)\*

Trim Size:  
5.6"w x 10.875"h\*



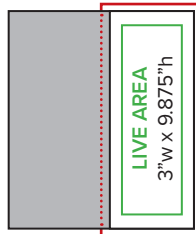
### 1/2 PAGE (HORIZ)\*

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.

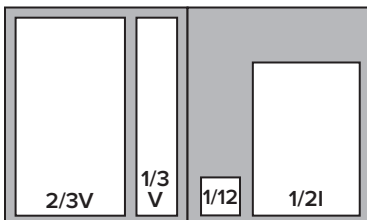
\*\*\*ALL ADS THAT BLEED REQUIRE

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

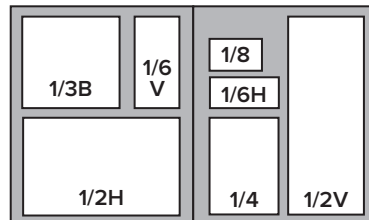
1/2 (VERT) 3.7"w x 9.625"h

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 Magazines

## DIGITAL FILE SPECIFICATIONS

VISITORS GUIDES (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

