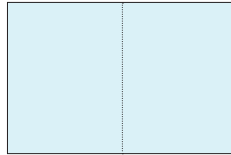




ADVERTISEMENT SPECIFICATIONS

AD DIMENSIONS

The ad sizes below reflect actual image area on page.



2-PAGE SPREAD
16.5" x 10.875"
 Plus 0.125" bleed*



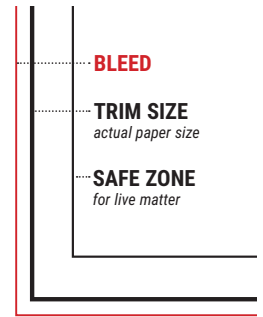
FULL PAGE
8.25" x 10.875"
 Plus 0.125" bleed*

ALL ADS:

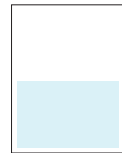
- PDF format
- Image resolution of 300 DPI
- All fonts must be embedded
- All color must be CMYK; no Pantone/spot colors or RGB

SPREADS & FULL PAGE ADS:

- If you DON'T want a white border, you MUST add a bleed of 0.125" to all sides of the ad.
- Keep live matter inside the safe zone: 1/2" (0.5") from trim on all sides.



2/3 PAGE VERTICAL
4.75" x 9.875"



1/2 PAGE HORIZONTAL
7.25" x 4.75"



JUNIOR PAGE
4.75" x 7.25"



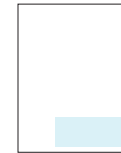
1/3 PAGE VERTICAL
2.25" x 9.875"



1/3 SQUARE
4.75" x 4.75"



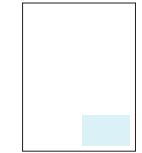
1/4 PAGE
3.5" x 4.8125"



1/6 PAGE HORIZONTAL
4.75" x 2.25"



1/6 PAGE VERTICAL
2.25" x 4.75"



1/8 PAGE
3.5" x 2.25"

AD DEADLINES

ISSUE	AD & ARTWORK DEADLINE	ON SALE
January/February	11/19/2025	EARLY JAN '26
March/April	01/21/2026	EARLY MARCH
May/June	03/25/2026	EARLY MAY
July/August	05/27/2026	EARLY JULY
September/October	07/22/2026	EARLY SEPT
November/December	09/16/2026	EARLY NOV
Retire-VA	07/22/2026	EARLY SEPT
The Menu (2027 Edition)	09/16/2026	EARLY NOV

Please submit all ad materials and inquiries to*

Ana Morales, Art Director
 amorales@vistamediainc.com

* IF YOU ARE PROVIDING PRINT-READY FILES, please adhere to the ad and artwork deadlines listed here. *You may also submit ads for future issues at any time.*

* SHOULD YOUR AD NEED TO BE PRODUCED OR EDITED BY VISTA MEDIA, please submit your ad materials as soon as possible. For a full list of advertising specifications and terms, visit TheRoanoker.com/Advertise.

PRODUCTION REQUIREMENTS

GENERAL INFORMATION

TRIM SIZE 8.25" x 10.875"

SAFE ZONE 0.5" from trim on all sides

BLEED 0.125" beyond trim on all sides (*for Spreads and Full Pages only*)

BINDING METHOD Perfect Bound

IMAGE RESOLUTION 300 dpi

LINE SCREEN 150 dpi

COLOR SPACE CMYK only; no spot color or RGB

FILE FORMAT PDF/X-1a (must be a PostScript file with all fonts and hi-resolution images embedded; ensure all elements are a minimum of 300dpi and 100% in size)

- Any elements such as text, logos, non-bleed images, etc. should be at least 0.5" from the trim on all sides (including gutter for 2-Page Spreads).
- Trim and bleed marks should be included on all Spread and Full Page ads.
- A SWOP certified proof, complete with color bars should be submitted if there are concerns on color reproduction.
- Per SWOP standards, four-color solids should not exceed a density of 300%. Use of rich black (60% C and 100% K) is recommended. Any required image trapping should be included in submitted file.

AD SIZES

2-PAGE SPREAD 16.5" x 10.875" (plus 0.125" bleed)

FULL PAGE 8.25" x 10.875" (plus 0.125" bleed)

2/3 PAGE VERTICAL 4.75" x 9.875"

1/2 PAGE HORIZONTAL 7.25" x 4.75"

JUNIOR PAGE 4.75" x 7.25"

1/3 PAGE VERTICAL 2.25" x 9.875"

1/3 SQUARE 4.75" x 4.75"

1/4 PAGE 3.5" x 4.8125"

1/6 PAGE HORIZONTAL 4.75" x 2.25"

1/6 PAGE VERTICAL 2.25" x 4.75"

AD DELIVERY

We require ads be submitted via your unique portal link, e-mail, or another platform such as Dropbox or WeTransfer to your Account Executive. All ads will then be checked and/or produced to ensure that it meets our standards before going to press.

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.

COMMON AD PROBLEMS TO AVOID:

PLEASE CHECK YOUR AD FOR THESE ERRORS BEFORE SUBMITTING.

- Incorrect dimensions
- Text outside the safety area
- Low-resolution images (72 dpi images from a website are not acceptable)
- Images not converted to CMYK
- Spot color/PMS used in the color space
- Position marks or color bars in the live area

CHANGING YOUR AD

Any ad intervention requested by the advertiser and/or required by our printer may result in additional charges to the advertiser.

SPONSORED CONTENT

Words such as "Sponsored Content" will be placed with copy that, in accordance with American Society of Magazine Editors' best practices, resembles editorial matter.

DISCLAIMER

The Roanoker is dedicated to ensuring the best ad reproduction. Please follow this information carefully to ensure that your ad meets stated specifications. We cannot take responsibility for materials that are not in accordance with these specifications.