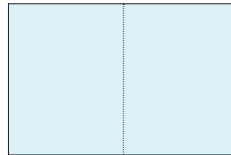


The ROANOKER

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*



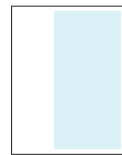
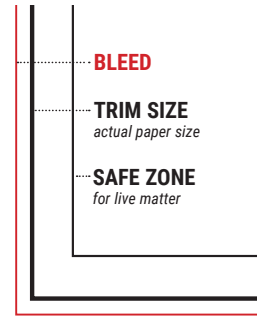
FULL PAGE
8.25" x 10.875"
Plus 0.125" bleed*

ALL ADS:

- PDF format
- Image resolution of 300 DPI
- All fonts must be embedded
- All color must be CMYK

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"



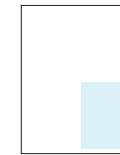
JUNIOR PAGE
4.75" x 7.25"



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 DELIVERY

Email to your account executive. 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, jogs to foot

Image Resolution: 300 dpi

Line Screen: 150 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

Ads submitted will not be provided an additional proof unless requested. We offer this service for an additional \$50. There is an opportunity to review your supplied ad at the time of upload on our ad portal.

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.

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 uploading:

- Incorrect dimensions
- Text outside the live area (allow 1/4 inch at least, 1/2 inch preferred)
- Non-bleed ads that bleed (and vice versa)
- Low-resolution images
- Images not converted to CMYK
- Spot color/PMS used in the color space
- Position marks or color bars in the live area (suggested both crops and bleed marks be offset to .125" or more)

Production Contact

Your Local Account Executive or
Sales Coordinator call 757-422-8979 ext 156