



## DISPLAY AD SPECIFICATIONS

Display Ads are located in the article sections of the New Market Services Information Guide.

**Trim Size:** 8 1/4" x 10 5/8"; perfect bound

### COVER LOCATIONS

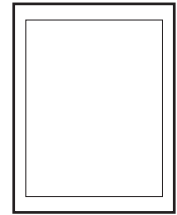
**Inside front cover, inside or outside back cover:**

Trim Size: 8 1/4"w x 10 5/8"h

Live Area: 7 3/4" x 10"

Bleeds: 1/8" on all sides

Color: CMYK



Full non-bleed

### INSIDE PAGE LOCATIONS

**Full page bleed ad:**

Trim Size: 8 1/4" x 10 5/8"

Live Area: 7 3/4" x 10"

Bleeds: 1/8" on all sides

Color: CMYK or grayscale

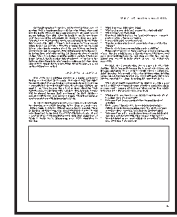
**Vertical 1/2 page:**

Ad Size: 3 7/16" x 9"

Color: CMYK or grayscale



1/2 Vertical



1/2 Horizontal

**Horizontal 1/2 page:**

Ad Size: 7" x 4 3/4"

Color: CMYK or grayscale

**Full page non-bleed ad:**

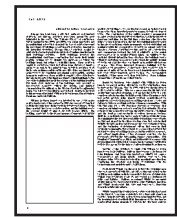
Ad Size: 7" x 9 1/2"

Color: CMYK or grayscale

**1/4 page:**

Ad Size: 3 7/16" x 4 3/4"

Color: CMYK or grayscale



1/4 Page

**Note:** Please use care in observing the live area dimensions.

**Format:** Adobe PDF Files are the preferred format. Please be sure that your file is distilled at the default "PRESS" resolution [not "PRINT"] and ALL fonts are embedded along with crop marks. When possible, please include the original Quark file, fonts, linked images and the layered Photoshop file with the PDF file. If submitting a Quark file, please include all linked files as well as all fonts. Linked files must be in TIFF or EPS format; resolution 300dpi. In the event you need to submit your display ad in any other format, please call the number listed below so we can decide on the best approach.

**If you have any questions regarding the proper preparation of your ad, Please call.**

Electronic submission is preferred. If sending a disk, please send CD to the address below.

**Production Service:** If you prefer, we can produce your ad for you. If you request this service, additional charges will apply and a quote will be provided for your approval based on the complexity of your individual project.

**Electronic Submission:** E-mail to: [adcopy@newmarketservices.com](mailto:adcopy@newmarketservices.com).

When submitting artwork we require you include the following: (1) Client Name, (2) Name of City Guide for ad placement, (3) Ad position and (4) Insertion date for ad placement.

**Note:** For each monthly issue during the length of agreement, automatic pick-ups occur if no new artwork is provided by the due date. The artwork used for pick-up is the most recent file submitted by the client.

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