

# LUDINGTON AREA

# Visitors Guide Ad Specifications

## Display Ads:

Design service is included with the purchase of any ad space in our print publications.

**If submitting a design idea or layout - it must be accompanied with a packaged file.**

**This file is to include all photos, graphics and logos used in your ad.**

Our graphic designer will then recreate your design to our printer's specifications.

## File Submission Requirements:

All photos, artwork, and logos are to be 300 dpi

## VISITORS GUIDE AD SIZES

Actual Page Size 5.375" wide x 8.5" tall		FULL PAGE - NO BLEED	FULL PAGE - FULL BLEED
1/2 PAGE VERTICAL width height 2.4" x 7.665" 14p5 x 46p0 (picas)	1/16 PAGE 2.4" x 0.75" 14p5 x 4p6 (picas)	width height 5" x 7.665" 30p x 46p (picas)	width height 5.5" x 8.5" 33p x 51p (picas) WITH .125" BLEED 0p9 (picas)
1/8 PAGE width height 2.4" x 1.75" 14p5 x 10p6 (picas)	1/4 PAGE VERTICAL width height 2.4" x 3.75" 14p5 x 22p6 (picas)	1/4 PAGE HORIZONTAL width height 5" x 1.75" 30p x 10p6 (picas)	1/2 PAGE HORIZONTAL width height 5" x 3.75" 30p x 22p6 (picas)

If you have any questions or need help please do not hesitate to call. We would rather get it right the first time to avoid problems at the printing deadline!

*Thank You!*

## For more information or questions, contact

Christi Trojanowski  
Office: (231) 845-1365  
Fax: (231) 843-8656  
Email: [christi@ludingtonadvantage.com](mailto:christi@ludingtonadvantage.com)