

Our Town

ADVERTISING SPECIFICATIONS

COMPLETE GUIDELINES, TEMPLATES, AND FORMAT INSTRUCTIONS ARE ALL CONVENIENTLY LOCATED IN THE "ADVERTISER INFO" SECTION OF OUR WEBSITE AT VISITOURTOWNS.COM

[Download Ad Template Pack](#)

Publication Trim Size: 8.25" x 10.75"

Binding: Perfect Bound

Bleed diagrams included in the ad template pack

AD SIZE	STANDARD NO BLEED	FULL BLEED	TRIM SIZE	LIVE AREA
Full page	7.25" x 9.75"	8.5" x 11"	8.25" x 10.75"	7.75" x 10.25"
2/3 page	4.75" x 9.75"	5.5" x 11"	5.25" x 10.75"	4.75" x 10.25"
1/2 page	7.25" x 4.75"	8.5" x 5.625"	8.25" x 5.375"	7.75" x 4.875"
1/3 page (vertical)	2.25" x 9.75"	3" x 11"	2.75" x 10.75"	2.25" x 10.25"
1/3 page (square)	4.75" x 4.75"	BLEED NOT AVAILABLE FOR THIS AD SIZE		
1/6 page	2.25" x 4.75"	BLEED NOT AVAILABLE FOR THIS AD SIZE		
2-page spread	BLEED ONLY	16.75" x 11"	16.5" x 10.75"	16" x 10.25"
1/2 page spread	BLEED ONLY	16.75" x 5.625"	16.5" x 5.375"	16" x 4.875"

ELECTRONIC FILE REQUIREMENTS

Adobe Acrobat PDF only – PDF/X-3:2002 (PDF 1.3)

Excess expenses incurred opening files other than PDFs will be billed back to the advertiser/agency at actual cost.

PLEASE NOTE: Any materials not meeting all specs on this info sheet could incur a production charge.

ALL COLORS USED MUST BE PROCESS CMYK.

All images, including pictures, logos, etc., must be a minimum of 240 dpi. *Any Pantone, RGB or Lab colors will be converted to process CMYK.* Maximum Ink Density: 290