

Community Ad Specs

Magazine

Please submit the following files in the Preferred Format:

Logos: Vector Format in Adobe Illustrator (.ai), (.eps) or PDF

Not preferred but acceptable: High Resolution JPEG or TIFF (300 dpi at 100% printable size)

Photos: High Resolution JPEG or TIFF (300 dpi at 100% printable size)

Images can be found at www.bigstockphoto.com. Email image ID Number(s) to graphics@411localinfo.com (your company name as subject of email)

Copy: Typed or pasted in an email to graphics@411localinfo.com

(your company name as subject of email), PDF or printed copy

Not preferred but acceptable: Handwritten copy

Customer Designed Ads: Press Quality/High Resolution PDF (all type converted to outlines/paths, CMYK color, no overprint, 300 dpi at 100% printable size)

Not preferred but acceptable: High Resolution JPEG or TIFF (300 dpi at 100% printable size)

DISPLAY AD SIZES

| AD SIZE | WIDTH | HEIGHT |
|------------------|-------|--------|
| Shop Ad | 4.375 | 1.75 |
| Double Shop Ad | 4.375 | 3.75 |
| 1/8 | 4.625 | 2.875 |
| 1/4 | 4.625 | 6 |
| 1/2 | 9.5 | 6 |
| Full | 9.5 | 12.25 |
| Half Back Cover | 9.5 | 4.875 |
| Full Back Cover | 9.5 | 10.25 |
| Half Front Cover | 9.5 | 3.5 |
| Full Front Cover | 9.5 | 7.25 |

BUSINESS DIRECTORY AD SIZES

| AD SIZE | WIDTH | HEIGHT |
|------------|--------|--------|
| 1/2 Inch | 2.0625 | .5 |
| 1 Inch | 2.0625 | 1 |
| 1 1/2 Inch | 2.0625 | 1.5 |
| 2 Inch | 2.0625 | 2 |
| 1/8 | 4.375 | 2.0625 |
| 1/4 | 4.375 | 4.375 |
| 1/2 | 9 | 4.375 |
| Full | 9 | 9 |