



2018 *VIRIDE* MAGAZINE ADVERTISING SPECIFICATIONS

**DEADLINE FOR ARTWORK AND LOGOS:
FRIDAY, AUGUST 10, 2018**

Submission Requirements:

PDFs are preferred but Illustrator .eps files and Photoshop .jpg and .tif files are acceptable.

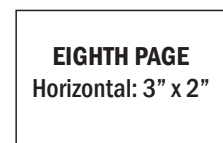
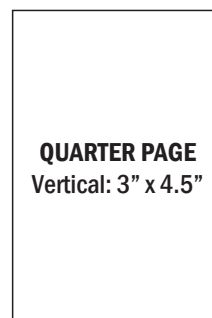
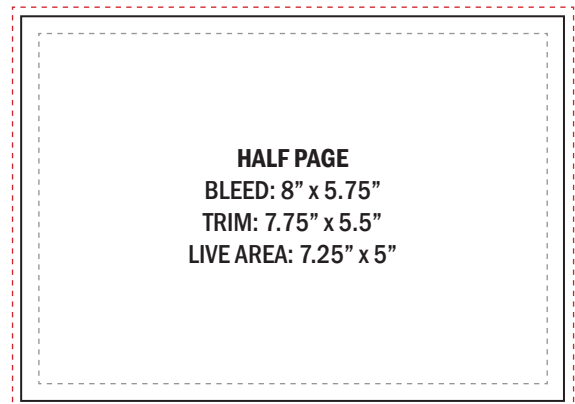
All ads are color and should be hi-resolution (at least 300 dpi) and CMYK. RGB, lab, index, or spot colors are not acceptable.

Crop marks are requested for full and half page ads only and are not necessary for fractional ads.

If submitting files in PDF format, all fonts must be embedded and transparencies should be flattened.

If your ad does not comply with the specifications above, you will be notified and asked to make adjustments to your file. Please note that colors are likely to shift in an RGB to CMYK conversion and colors will not print as they appear on your monitor; also, unexpected results may occur when flattening transparencies.

Display ad sizes:



Submit final ads to braddc@gbapgh.org by Friday, August 10. | Ph. 412-773-6004

FULL PAGE
BLEED: 8" x 11.25"
TRIM: 7.75" x 11"
LIVE AREA: 7.25" x 10.5"

HALF PAGE BLEED: 8" x 5.75"
TRIM: 7.75" x 5.5"
LIVE AREA: 7.25" x 5"

QUARTER PAGE
Vertical: 3" x 4.5"

EIGHTH PAGE
Horizontal: 3" x 2"