

ADVERTISING SPECIFICATIONS

FOR PRINT READY ADS & AD DESIGN SERVICES

PROVIDED PRINT READY ADS:

Color for your Print Ready Ad

CMYK IS REQUIRED FOR PRINTING.

Spot, Pantone and RGB colors are not accepted and will be converted to CMYK automatically in our Preflight Process.

Madden will not be responsible for any results of color shift when not provided correctly. ***NOTE-RGB COLOR ADS PROVIDED WILL ALWAYS BE MORE VIBRAINT ON SCREEN-BUT WILL NOT PRINT THE SAME AND WILL BE MORE MUTED.***

It is the responsibility of the advertiser and/or representative supplying the print ready ad to submit to correct specs and **ALWAYS** review the complimentary proof once processed through our preflight process once received via a Madden Rep to review and approve.

File Formats Accepted

Adobe Acrobat (Preferred File Type)-**PDF**
(PDF's should be PDF/X-1a compliant)

We cannot accept Freehand, Corel Draw, Microsoft Publisher, or PageMaker files

Other Considerations

- Crop marks/bleed: If you use crop marks to indicate bleed and trim, offset your crop marks enough to keep them out of the bleed by at least .125 inches.

****SPECIAL NOTE**** You may see white lines around boxes or certain parts of your ad. These are **Acrobat ARTIFACTS** that occur when Acrobat is rendering your pdf and all monitors react differently. They **DO NOT PRINT!** – If concerned, we recommend you to print out your ad to your office/home printer, or bring to your local print shop—(OUR PRINTED COLOR PROOFS CONFIRM THEY DO NOT PRINT)

Madden is not responsible for accurate color reproduction for any advertisement supplied without color proof in conformance with SWOP (Standards for Web Offset Printing provided by Advertiser).

AD DESIGN SERVICES:

If you require our ad design services to create your ad, contact your Madden Rep as soon as possible to arrange for production.

Images for Ad Design Services

Color or black and white images should have a resolution no less than **266 dpi (300 dpi is preferred)**. Please make sure all color images are CMYK, if RGB, we will need to convert and will have a color shift from the RGB resulting in a duller look since RGB is for WEB ONLY.

Copy

Provide your copy in a document that can be COPY AND PASTED [Please NO scanned documents]. This will assure the designer has the correct copy to use in your ad.

Advertising Proofing:

If ad design revisions are excessive there may be change fees of \$25.00 after three (3) versions for every version change after.

Contact your Madden Rep for Any Other Questions:

TO SUBMIT YOUR PRINT READY AD OR MATERIALS FOR AD DESIGN SERVICES, IF MORE THAN 5MB, PLEASE USE:

Hightail Dropbox:

<https://spaces.hightail.com/uplink/MaddenMedia>

Please CC: Your Madden Rep: Name and email

Any submitted images may be used in other campaign materials. Please notify Madden Media of any limitations (e.g. usage rights from photographer) for materials submitted.



SUGGESTED WORD COUNT FOR YOUR AD SIZE

- **For full-page ad**
1-5 images, contact information, logo, header, 35-50 word copy (really up to the advertiser to have less or more copy)
- **For two-thirds-page ad**
1-5 images, contact information, logo, header, 25-40 word copy (really up to the advertiser to have less or more copy)
- **For half-page ad (v/h)**
1-3 images, contact information, logo, header, 15-25 word copy (really up to the advertiser to have less or more copy)
- **For third-page ad (v)**
1-3 images, contact information, logo, header, 15-word copy (really up to the advertiser to have less or more copy)
- **For third-page ad (sq)**
1-3 images, contact information, logo, header, 15-word copy (really up to the advertiser to have less or more copy)
- **For quarter-page ad (v)**
1-3 images, contact information, logo, header, 15-word copy (really up to the advertiser to have less or more copy)
- **For sixth-page ad (v)**
1 image, contact information, logo, header, 10-word copy (really up to the advertiser to have less or more copy)
- **For sixth-page ad (h)**
1 image, contact information, logo, header, 10-word copy (really up to the advertiser to have less or more copy)
- **For eighth-page ad (h)**
1 image, contact information, logo, header, 5-word copy (really up to the advertiser to have less or more copy)
- **For twelfth-page ad (sq)**
1 image, contact information, logo, header, 5-word copy (really up to the advertiser to have less or more copy)

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Images should be 300 DPI in JPEG or TIFF format.

Logos should be in EPS, JPEG or TIFF format.

NOTE: If your URL for your website is too long, we will use Bitly to minimize the length and be more custom for your establishment so it is print friendly at no cost.



ST. LOUIS OFFICIAL VISITOR GUIDE

Trim: 8.0" x 10.5"

AD DIMENSIONS (WIDTH x HEIGHT in INCHES)

FULL PAGE:

Live Area: 7.0" x 9.75" (Non-bleed option)

Trim: 8.0" x 10.5"

Bleed: Add .125" around all trim sides

TWO THIRDS:

4.50" x 9.75"

HALF (H):

7.0" x 4.80"

HALF (V):

4.50" x 7.25"

SIXTH (H):

4.50" x 2.30"

THIRD (SQUARE):

4.50" x 4.80"

SIXTH (V):

2.20" x 4.80"

THIRD (VERTICAL):

2.20" x 9.75"

TWELFTH:

2.20" x 2.30"

