2023/24 AD SPECIFICATIONS

Digital Requirements for Printed Display Ads

Include your contact information when submitting an ad.

Images

Color or black and white images should have a resolution no less than 266 dpi (300 dpi is preferred). TIFF bitmap files should be 600, 800 or 1200 dpi (preferred). Images should not be scaled to less than 80% or more than 112%. Do not place layered files, JPGs or GIFs in ads. Please make sure all color images are CMYK.

Fonts

Open type and/or True Type fonts are supported.

Page Margins

.375 inches top and bottom; .5 inches left and right.
Keep all essential text and design elements within live area.

Color

CYMK. Spot, Pantone and RGB colors will be converted to CMYK. **Madden Media will bear no responsibility for any resultant color shift.**

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

File Formats Accepted

Supporting files with images and fonts used should be provided as well as your finalized ad file.

Adobe Acrobat (Preferred File Type)
PDFs are acceptable should be PDF/X-1a compliant.

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

InDesign CS6 or later files
- Include all links and fonts used

Illustrator CS6 or later, InDesign CS6 or later files (Saved or Exported as an EPS)
- Set Document Raster Effects to 300 dpi
- Embed all images
- Convert fonts to outlines
- Flatten transparencies
- Adobe Postscript: Language Level 3

Photoshop CS6 or later - Saved as TIFF or EPS
- Set Anti-aliasing to CRISP or better
- 300 dpi
- Flatten layers

Media

Email all materials to your Campaign Manager or upload to our Hightail account. Call 520-322-0895 for more information.

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.
- Ink Density: Ink density should not be greater than 280%.

Accommodation Reviews & Formatted Ads:

All are produced in-house. Image and text requirements vary. Contact your Campaign Manager for more information.

* Contact your Campaign Manager for further information.

If you require our design services for your display ad, contact your Campaign Manager as soon as possible to arrange for production.

If resubmissions are excessive there may be a small processing fee.

Feel free to submit your ad via Hightail Dropbox:
http://dropbox.hightail.com/MaddenMedia
Please CC your Campaign Manager.

Please do not include crop marks on your ad.
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.

Grant-Funding Reimbursement Note:

If you are eligible for grant funding and are using this program for reimbursement, please notify us. It is incumbent upon the advertiser to obtain state approval. Madden Media is not responsible if reimbursement is not granted.

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- **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 twelfth-page ad (sq)**
  1 image, contact information, logo, header, 5-word copy (really up to the advertiser to have less or more copy)

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 to long, we will use Bitly to minimize the length and be more custom for your establisment so it is print friendly at no cost.

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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"

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