

Ad Specs



Ad production services are available upon request.

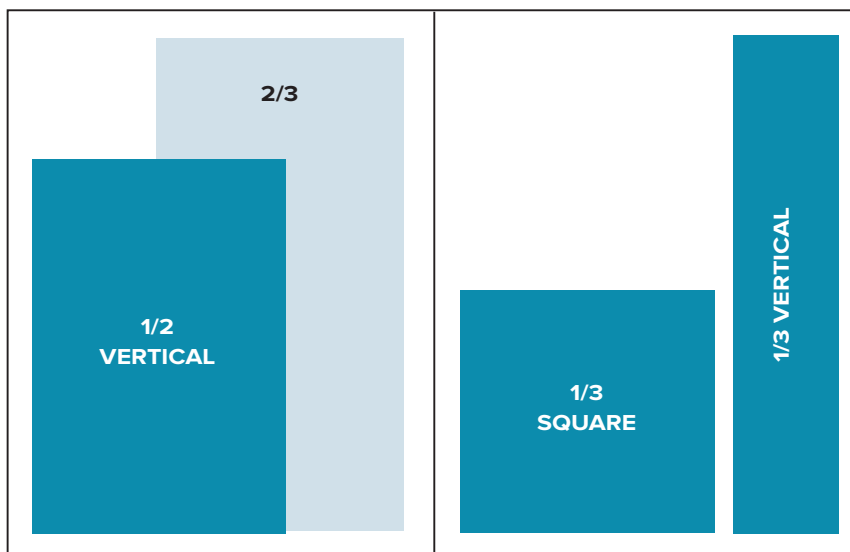
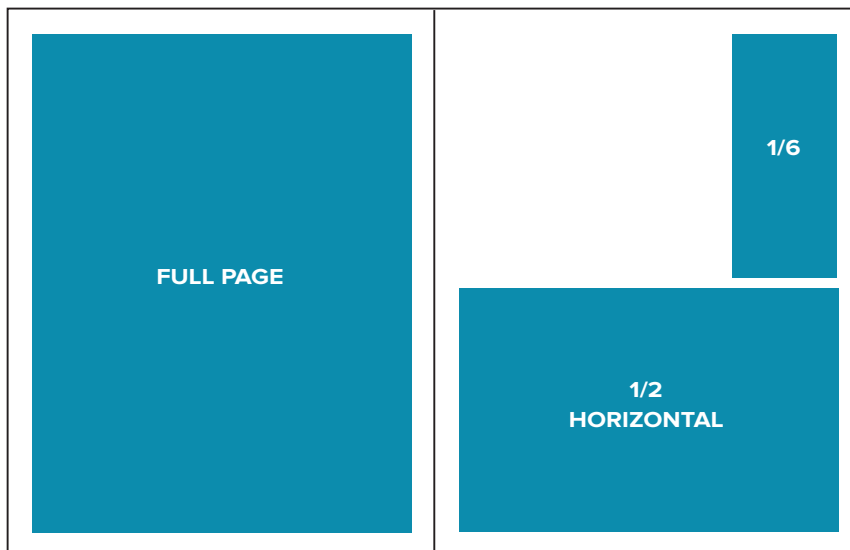
Ads that CMG designs at no charge are not available to be used in other publications.

WIDTH X HEIGHT

Page Trim Size8.125 x 10.875
Full-Page Live Area7.25 x 9.875
Full-Page Bleed ¹	8.375 x 11.125
Two Page Spread Trim ²	16.25 x 10.875
Two Page Spread Live ²	15.25 x 9.875
Two Page Spread Bleed ²	16.5 x 11.125
2/3 Page4.75 x 9.875
1/2 Page Horizontal7.25 x 4.875
1/2 Page Vertical	4.75 x 7
1/3 Page Square4.75 x 4.875
1/3 Page Vertical	2.25 x 9.875
1/6 Page.	2.25 x 4.875

¹All copy should be within .375 from page trim edge

² Allow 1/4" minimum space each side of gutter.



MECHANICAL REQUIREMENTS

- Prints all 4-color process.
- **ELECTRONIC FILES ONLY** – print-optimized PDF files are preferred. The following applications are also supported: InDesign, Illustrator and Photoshop. Must include all imported logo/photo files and all Type 1 or Open Type Postscript fonts used. Ads created in Microsoft Word, Publisher, Excel or Powerpoint are not supported.
- Ads may be emailed in a Stuffit file to ads@cityscenemediagroup.com. Subject line should include publication name and issue date.
- Color ads **MUST** be submitted as CMYK. Photos should be scanned at 300 dpi, line art at 600 dpi. **Images taken from the Internet are 72 dpi and are not suitable for print.**
- Ads not supplied in the correct size or format will be subject to a \$50 per hour charge to correct or convert materials.

DIGITAL ADS

Leader Board/Banner	970x90, 728x90, 320x50
Half Page	300x600
Box	300x250

The Publisher is not responsible for typographic or print errors if materials are supplied incorrectly.



1335 Dublin Rd., Suite 101C • Columbus, Ohio 43215
614.572.1240 • www.cityscenecolumbus.com