DELAWARE Beach Life

Print and Web Ad Specifications

➤ Email final ads to Alissa Rosenstein: alissa@delawarebeachlife.com

➤ If you need help creating your ad, email Alissa at the email address above. We will offer advice, or we can produce the ad for you for a one-time fee. (You would own the ad and can use it for other purposes.)

➤ Note that consumer-grade formats, such as Microsoft Publisher or Word, are not acceptable for commercial printing purposes. However, you could submit a printout of an ad, which we would use as a guide to recreate it.
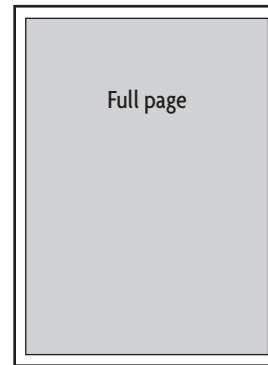
Web Ad Specifications

• Ads must be sized to the **exact** dimensions below

• Acceptable file format: **JPG**

• Resolution must be **72 dpi**

• Color space must be **RGB**

• Animated ads must be in GIF format with a file size no more than 150 KB.
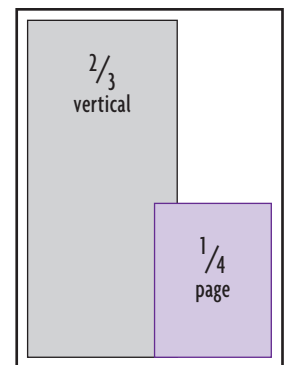

Web ad, actual size

370 pixels X 310 pixels

Print Ad Specifications

• Ads must be sized to the **exact** dimensions below

• Acceptable file formats: **PDF, TIF**

• Resolution must be at least **300 dpi**

• Color space must be **CMYK**
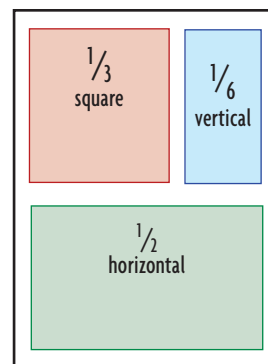

Full page

no bleed: 7.25 in. X 9.75 in.
with bleed: 8.625 in. X 11.125 in.
(keep text .5 in. from edges of trim size, 8.375 in. X 10.875 in.)
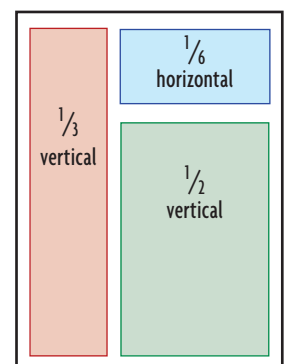
2/3 vertical

1/4 page

4.625 in. X 9.75 in.

3.5 in. X 4.75 in.

Double-truck ad with bleed: 17.25 in. X 11.125 in.

1/3 square

1/6 vertical

1/2 horizontal

2.25 in. X 4.75 in.

4.625 in. X 4.75 in.

7.25 in. X 4.75 in.

1/6 horizontal

1/3 vertical

1/2 vertical

4.625 in. X 2.25 in.

2.25 in. X 9.75 in.

4.625 in. X 7.25 in.