

## Digital File Specifications

# BRIDE

UPDATED 08-27-13



Publication Size 9" X 10.875"

### MECHANICAL SPECIFICATIONS

\*\*\* Add 1/8" For Bleed on Full Page Ads\*\*\*

	width	height
<b>Full Page Trim***</b>	<b>9" (8.25")</b>	<b>10 7/8" (10.875")</b>
<b>Full Page w/ Live Area</b>	<b>( 8.5" )</b>	<b>(10.375" )</b>
<b>Double Truck</b>	<b>( 17" )</b>	<b>(10.375" )</b>
<b>1/2 Page Vertical</b>	<b>( 3.7" )</b>	<b>( 9.625" )</b>
<b>1/2 Page Horizontal</b>	<b>( 7.625" )</b>	<b>( 4.7" )</b>
<b>1/2 Page Island</b>	<b>( 5" )</b>	<b>( 7.1625" )</b>
<b>1/3 Page Horizontal</b>	<b>(4.9")</b>	<b>(4.7")</b>
<b>1/3 Page Vertical</b>	<b>(2.4")</b>	<b>( 9.625" )</b>
<b>1/4 Page Vertical</b>	<b>(3.7")</b>	<b>( 4.7" )</b>
<b>1/6 Page Horizontal</b>	<b>( 5" )</b>	<b>( 2.2375" )</b>
<b>1/6 Page Vertical</b>	<b>( 2.3" )</b>	<b>( 4.7" )</b>
<b>1/12 Page Horizontal</b>	<b>( 2.38" )</b>	<b>( 2.2375" )</b>
<b>2/3 Page Vertical</b>	<b>( 4.9" )</b>	<b>( 9.625" )</b>

### QUESTIONS?

Call (757) 422-8979 ext. 156 for a sales manager, an account executive or contact:

#### Stacy Graef

Production Director  
(757) 422-8979 ext. 145

#### Chris Murphy

Web Creative Director  
(757) 422-8979 ext. 151

## Agency Ad Submission Info:

### In Your Ad Provided:

- 1) Include
  - A physical address
  - Phone number with area code
  - Website if available
- 2) Black body copy should be 100% K (BLACK) NOT 4 color.

## What Should I Send?

### WE ONLY ACCEPT:

- PDF - (PRESS QUALITY PDF, version 5 or later)
- Image resolution of **300 dpi**
- All fonts must be embedded or converted to outlines
- All color must be **CMYK**
- No spot colors to be included in final PDF

## How Do I Send It?

- 1) Go to: [www.vistagraphics-ads.com](http://www.vistagraphics-ads.com)
- 2) Create an Account (if you haven't already)
- 3) Click "Submit a New Ad"
- 4) Select the Publication for your Ad, click "continue".
- 5) Select Issue Type, Issue Date, and Ad Size, click continue.
- 6) Enter your Ad Details, click continue.
- 7) Upload a PDF of your Ad.

## Problems?

### Contact:

**E-Mail:** [traffic@vgnet.com](mailto:traffic@vgnet.com) or **Call:** (757) 422-8979 ext. 145

### Mailing Address:

VistaGraphics (attn: Traffic)  
1264 Perimeter Parkway  
Virginia Beach, Va. 23454



[www.vistagraphics-ads.com](http://www.vistagraphics-ads.com)