

Charlotte Regional Film & Video Guide 2018-2019

DISPLAY ADVERTISING SPECIFICATIONS

Full Page

Live Area
4.5" x 7.75"

Trim Area
5.5" x 8.5"

Bleed
6" x 9"

Half Page

4.5" x 3.5"

Quarter Page

4.5" x 1.5"

Banner Ad

660px x 160px



Logo Ad

1" x 1"



Note: Please be aware that a 0.5 inch space is needed on the left/right side of the trim area for the spiral punch holes that binds the Guide together. Do not place important text or images on or near that area due to the chance that it might get punched out.

Ad Space
Reservation
Deadline



Ad
Artwork
Deadline



AD SPECIFICATIONS OR TECHNICAL QUESTIONS:

Contact Art Department
(404) 633-1779 / design@ozonline.tv



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Material Specification

For Print

- The following formats only: **PDF/JPEG/TIF**
- All images should be **300 dpi**
- The color space must be **CMYK** or Grayscale.
- Please do not include crop marks & embed all fonts in PDFs.

For Web Banners

- All images should be 72 dpi
- The following formats only: **JPEG/GIF**
- The color space must be **RGB**.

- Please keep all pertinent info within the live area.
- Oz is not responsible for final output if a color matchprint is not supplied.
- For large areas of black in a color ad, we suggest a built for rich black: 30 C, 30 M, 30 Y, 100 K.
- If final ad file is over 20 MB, please use Dropbox, Google Drive, or WeTransfer.