

# Mid-Atlantic Production Services Directory

## 2017-2018

### DISPLAY ADVERTISING SPECIFICATIONS

Ad Space  
Reservation  
Deadline

**JUNE**  
**30**  
**2017**

Ad  
Artwork  
Deadline

**JULY**  
**14**  
**2017**

#### AD SPECIFICATIONS OR TECHNICAL QUESTIONS:

Contact Art Department  
(404) 633-1779 / [design@ozonline.tv](mailto:design@ozonline.tv)

- Please keep all pertinent info within the image 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.

#### Full Page

Live Area  
7.375" x 9.875"  
Trim Area  
8.375" x 10.875"  
Bleed  
8.625" x 11.125"

#### Half Page

6.75" x 4.875"

#### Quarter Page

6.75" x 2.375"

#### Banner Ad

660px x 160px

#### Logo Ad

1" x 1"

### 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**.

Name or Company Name

Signature

Date



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