

# Pride Guide®

A Statewide LGBTQ-Friendly Travel, Wedding & Business Resource Guide • Celebrating 14 Years

## 2020 ARIZONA PRINT + DIGITAL SPEC SHEET

### PRINT DISPLAY AD SPECS

(See diagram on back page)

**PRINT, all ads are in full color**

<b>1/8 page horizontal</b>	2.125”w x 1.75”h
<b>1/4 page vertical</b>	2.125”w x 3.625”h
<b>1/4 page horizontal</b>	4.375”w x 1.75”h
<b>1/2 page vertical</b>	2.125”w x 7.375”h
<b>1/2 page horizontal</b>	4.375”w x 3.625”h
<b>2/3 page</b>	4.375”w x 5.375”h
<b>Full page bleed</b>	5.875”w x 8.875”h

(Full page files must be built to 5.875” x 8.875”) This includes a 1/4” (.25) bleed area on each side which **WILL BE CUT OFF** when the guide is trimmed to final size - 5.375”w x 8.375”h.

**Please see chart on next page for templates.**

### ELECTRONIC FILES

- We accept appropriately formatted PDF, JPG or TIF files. JPG files must be converted to CMYK.
- Minimum Resolution of 300 dpi, otherwise your ad may appear blurry or pixilated.
- All color **MUST** be converted to CMYK. RGB colors (monitor colors) will change in printing.
- Please **DO NOT** submit Microsoft Word, Publisher or PowerPoint files.
- Please do not submit ads with crop marks.

### DIGITAL DISPLAY AD SPECS

#### **Picture / Logo**

Next to listings max 220 x 220 pixels, 160 dpi in JPG or PNG format

#### **Banners - JPG or Animated GIF**

##### • **Premium Featured Banner**

970 x 344 pixels

##### • **Top Banner**

468 x 60 pixels

##### • **Large Category Header**

728 x 90 pixels

##### • **Featured Partner Banner**

140 x 280 pixels

• **E-News** 300 word limit + 2 images or submit a 350 pixel x 700 pixel JPG or PNG

Send Ads, Banners & Pictures to: [Ads@ThePrideGuides.com](mailto:Ads@ThePrideGuides.com)



**GayArizona.com**

