

## 2023 PRINT + DIGITAL SPEC SHEET

### PRINT DISPLAY AD SPECS

(Refer to ad templates on pages 2-4)

#### **All Ads are Full Color**

|                     |                   |
|---------------------|-------------------|
| 1/8 page horizontal | 2.125"w x 1.75"h  |
| 1/4 page vertical   | 2.125"w x 3.625"h |
| 1/4 page horizontal | 4.375"w x 1.75"h  |
| 1/2 page vertical   | 2.125"w x 7.375"h |
| 1/2 page horizontal | 4.375"w x 3.625"h |
| 2/3 page            | 4.375"w x 5.375"h |
| Full page bleed     | 5.875"w x 8.875"h |

#### **Full page ads must be built to 5.875" x 8.875"**

Please see samples for acceptable vs. unacceptable full page ad submissions on pages 2 & 3.



### 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
- **Web Blog Post** 500-1000 words

- **E-News** 300 word limit + 2 images or submit a 600 pixel x 400 pixel JPG or PNG



### FILE SUBMISSION REQUIREMENTS

- We accept appropriately formatted PDF, JPG or TIF files in CMYK (with bleed if Full Page).
- Minimum Resolution of 300 dpi, otherwise ad may appear blurry or pixelated.
- 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 or printer's marks.

**www.GayArizona.com**  
**www.PrideGuideUSA.com**

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MC Publishing, Inc.  
PO Box 45243 • Phoenix, AZ 85064  
602.466.2501 • Ads@ThePrideGuides.com

Email Artwork to [Ads@ThePrideGuides.com](mailto:Ads@ThePrideGuides.com)



## ACCEPTABLE DESIGN

- Full Page Ad must be built to 5.875" x 8.875" including .25" inch bleed on all edges. Final Ad is 5.375" x 8.375" when printed/trimmed
- All text and logos are within "safe area" ( .5" margins)
- Do not include crop / printer's marks on final file
- Please Note...Pride Guide® offers design services for \$49/hour

**"FOR ALL YOUR PLUMBING NEEDS"**

# PETER'S PLUMBING COMPANY

1234 N. Main Street Anywhere, USA 12345  
555-555-7777 • Peter@PetersPlumbingCo.com  
[www.PetersPlumbingCo.com](http://www.PetersPlumbingCo.com)

**SAFE AREA**

**TRIM LINE**



## UNACCEPTABLE DESIGN

- Full Page Ad is missing .25" bleed on all edges
- Text and logos are extending beyond the "safe area" (.5" margins)
- Ad contains crop / printer's marks
- Please Note...Pride Guide® offers design services for \$49/hour

"FOR ALL YOUR PLUMBING NEEDS"

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Anywhere, USA 12345  
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**SAFE AREA**



**2/3 PAGE**  
**4.375 x 5.375**

**1/2 PAGE  
VERTICAL**  
**2.125 x 7.375**

**1/2 PAGE HORIZONTAL**  
**4.375 x 3.625**

**1/8 PAGE**  
**2.125 x 1.75**

**1/4 PAGE HORIZONTAL**  
**4.375 x 1.75**

**1/4 PAGE  
VERTICAL**  
**2.125 x 3.625**

**Let us design your ad.**

### **Pride Guide® Ad Design Rates + Requirements**

\$59 per hour (one hour minimum)

Client submits high resolution (300 dpi+) CMYK photos / images, company logo in vector format, along with ad copy, contact information.

Upon ad approval and request, Pride Guide® emails final PDF file to client for personal use.

Contact us at **602.466.2501 /**  
**Arizona@ThePrideGuides.com**  
to get started.