

2024 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

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

Email Artwork to 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 \$69/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

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 \$69/hour

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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

\$69 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.