

B A Y A R E A

Women's Directory

204 - 37th Avenue North, #253
St. Petersburg, Florida 33704

Tel: (727) 866-7315

AD SIZES and TECHNICAL SPECIFICATIONS

Camera Ready Ad Submission:

1. Preferred method:

PDF file. Save as pdf high resolution (300 dpi) with fonts inbedded. Photos used to create pdf must be at least 300 dpi.

2. JPG - Created ad saved as a jpg is acceptable as long as any images used are 300 dpi.

3. Original Quark or Adobe InDesign files - Please send document and all support files (fonts, photos and imported art) all should be set up as CMYK.

FULL PAGE
4.875" x 7.75"
No Bleeds

1/6 PAGE
Vertical
2.305" x 2.3"

1/4 PAGE
Vertical
2.305" x 3.75"

1/4 PAGE
Horizontal
4.875" x 1.752"

1/2 PAGE
Horizontal
4.875" x 3.75"

1/2 PAGE
Vertical
2.305" x 7.75"