

ADVERTISING SPECS

So you bought an ad from us. Now what? First, we will ask you to sign the order so we can save space in the issue, then we need the artwork that fulfills your order, and ultimately appears in print or on our digital products.

AD SPECIFICATIONS
Find our artwork requirements on our website at <http://nwib.link/qnqk> or by scanning the QR code



PRINT SIZES

<p>FULL PAGE</p> <p>Trim size: 8.125" x 10.875"</p> <p>Bleed size: 8.375" x 11.125"</p>	<p>2/3 VERTICAL</p> <p>4.625" x 10"</p>	<p>1/3 SQUARE</p> <p>4.625" x 4.875"</p>
<p>BIZ SPOTLIGHT</p> <p>3.4 x 2"</p>	<p>2-PAGE SPREAD</p> <p>Trim size: 16-1/4" x 10-7/8" Bleed size: 16-1/2" x 11-1/8"</p>	
	<p>1/2 HORIZONTAL</p> <p>7" x 4.875"</p>	<p>1/4 HORIZ</p> <p>4.625" x 3.75"</p>

PRINT FILE SPECS: NWIB.LINK/QNQK

- Use CMYK color (spots will be turned to process)
- Text smaller than 9 points should be 100% black
- Images at least 300 dpi with a 0.125" bleed around the entire ad
- Document settings for full page ads that bleed should be 8.125 x 10.875"
- Crop marks should be outside the bleed line

WEBSITE SIZES

Three sizes rotate and are sold by the month

LEADERBOARD AD

728 X 90

MOBILE AD SIZE

320 x 50

300 x 250

MEDIUM SQUARE

NEWSLETTER SIZES

Targeted by the week

BANNER

468 x 60

SKYSCRAPER ▶

160 X 600

DIGITAL FILE SPECS

Website ads can be changed by the months. Newsletter ads can be changed by the week on special request.

- Images 72 dpi, RGB
- JPG or PNG files or retina ready
- URL link where readers are sent when they click on the digital advertisement

PRINT ARTWORK DEADLINES

<p><i>FEBRUARY / MARCH</i></p> <p>ARTWORK DUE: January 15, 2025</p>	<p><i>APRIL / MAY</i></p> <p>ARTWORK DUE: March 14, 2025</p>
<p><i>JUNE / JULY</i></p> <p>ARTWORK DUE: May 16, 2025</p>	<p><i>AUGUST / SEPTEMBER</i></p> <p>ARTWORK DUE: July 11, 2025</p>
<p><i>OCTOBER / NOVEMBER</i></p> <p>ARTWORK DUE: September 12, 2025</p>	<p><i>DECEMBER / JANUARY</i></p> <p>ARTWORK DUE: November 10, 2025</p>

Note: Extensions granted on a case-by-case basis with prior notice.

DIGITAL ARTWORK DEADLINES

SEND ARTWORK BY:

WEBSITES: The 15th of the month before publication

NEWSLETTER: A week before Thursday publication

GO LIVE DATE:

WEBSITE: 1st day of target month

NEWSLETTER: Thursday mornings