# **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.

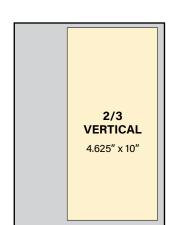
#### AD SPECIFICATIONS

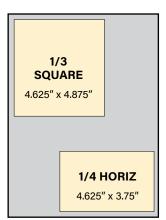
Find our artwork requirements on our website at http://nwib.link/anak or by scanning the QR code



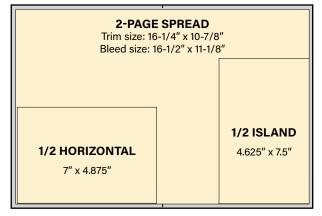
## PRINT SIZES

# **FULL PAGE** Trim size: 8.125" x 10.875" Bleed size: 8.375" x 11.125"





# SPOTLIGHT 3.4 x 2"



# PRINT FILE SPECS: NWIB.LINK/ONOK

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

160

600

## **NEWSLETTER SIZES**

Targeted by the week

**BANNER** 

468 x 60

SKYSCRAPER ▶

# 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

FEBRUARY / MARCH	APRIL / MAY
ARTWORK DUE:	ARTWORK DUE:
January 15, 2025	March 14, 2025
JUNE / JULY	AUGUST / SEPTEMBER
ARTWORK DUE:	ARTWORK DUE:
May 16, 2025	July 11, 2025

OCTOBER / NOVEMBER DECEMBER / JANUARY

ARTWORK DUE: ARTWORK DUE:

**September 12, 2025** November 10, 2025

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** 

