

Electronic Guidelines & Size Specs For All Products

(585) MAGAZINE

Size	Dimensions (w x h)
Full Page w/ bleed	8.625" x 11.125"
Full Page (live area)	7" x 10"
2/3 Page	4.56" x 10"
1/2 Page Horizontal	7" x 4.875"
1/2 Page Island	4.56" x 7.44"
1/3 Page Vertical	2.187" x 10"
1/3 Page Square	4.56" x 4.875"
1/6 Page Vertical	2.187" x 4.875"
1/6 Page Horizontal	4.56" x 2.3125"
1/4 Page (4 to a page)	3.375" x 4.875"

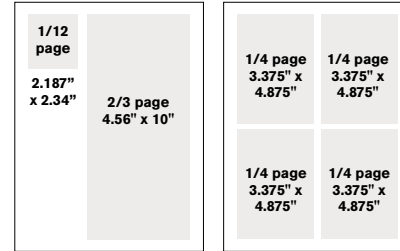
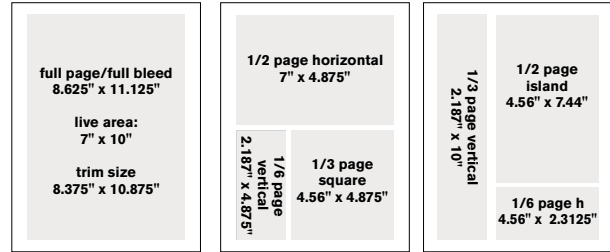
Trim size: 8.375" x 10.875"

Neighborhoods

Size	
Premium lead page unit	3 x 3 photo, 20 words copy

Dining Guide

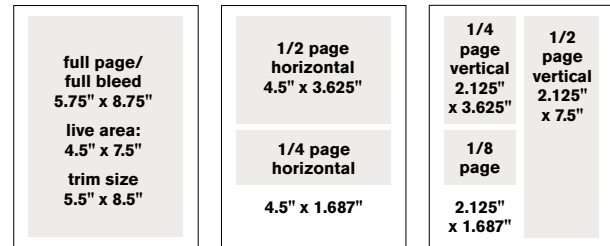
Size	Dimensions (w x h)
1/6 Page Vertical	2.187" x 4.875"
1/6 Page Horizontal	4.56" x 2.3125"
1/12 Page	2.187" x 2.34"



PROGRAM BOOKS/ROCHESTER & WNY

Size	Dimensions (w x h)
Full Page w/ bleed	5.75" x 8.75"
Full Page (live area)	4.5" x 7.5"
1/2 Page Horizontal	4.5" x 3.625"
1/2 Page Vertical	2.125" x 7.5"
1/4 Page Horizontal	4.5" x 1.687"
1/4 Page Vertical	2.125" x 3.625"
1/8 Page	2.125" x 1.687"

Trim size: 5.5" x 8.5"



ACCEPTABLE FILE FORMAT:

PDF ONLY, CMYK

Supply ad material or agency ready ads by:

CD • email: production@585publishing.com

All agency ready ads must be accompanied by a full color hard copy

Required resolution: 300 dpi

Photo guidelines:

(when supplying ONLY photos and ad copy-not agency ready ads)

jpg • tif • 300 dpi

www.585publishing.com

Our all new website has content that changes weekly by our web editor, a comprehensive dining guide, a full calendar of Rochester's events, and so much more!

For full web exposure on every page, ask your rep for details.

Size	Dimensions	Rate p/month
Banner ad	728 x 90 pixels	\$400
Island	300 x 250 pixels	\$300
Video		\$400

E-Blast	600 x 600 pixels	\$125 p/eblast
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