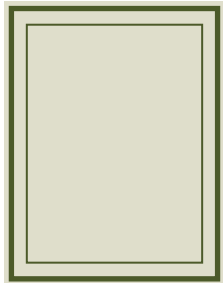


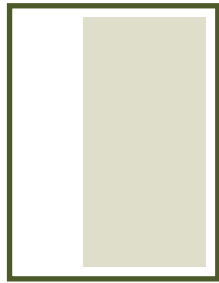
2023 OVP AD SPECS

AD MATERIALS
DEADLINE
10.18.22

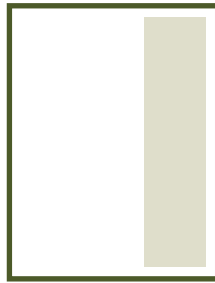
Standard Ad Specs & Sizes



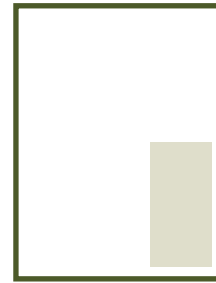
FULL PAGE W/.25" BLEED
Finished Size: 8" x 10.875"
With .25" bleed: 8.5" x 11.375"
Live Area: 7" x 9.875"



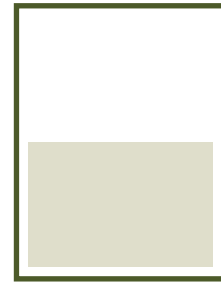
2/3 VERTICAL AD
Ad Size: 4.75" x 10"
No Bleed



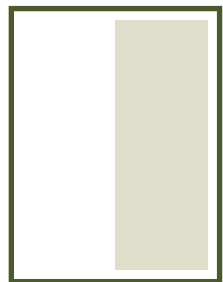
1/3 VERTICAL AD
Ad Size: 2.25" x 10"
No Bleed



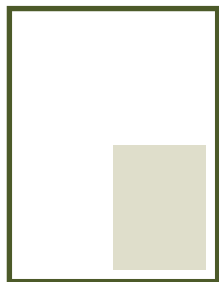
1/6 VERTICAL AD
Ad Size: 2.25" x 4.875"
No Bleed



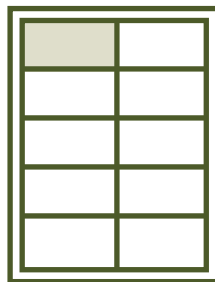
1/2 HORIZONTAL AD
Ad Size: 7.25" x 4.875"
No Bleed



1/2 VERTICAL AD
Ad Size: 3.5" x 10"
No Bleed



1/4 VERTICAL AD
Ad Size: 3.5" x 4.875"
No Bleed



COUPON*
No Bleed

SINGLE COUPON

3.5" x 1.625"

TRIPLE COUPON

3.5" x 5.25"

DOUBLE COUPON

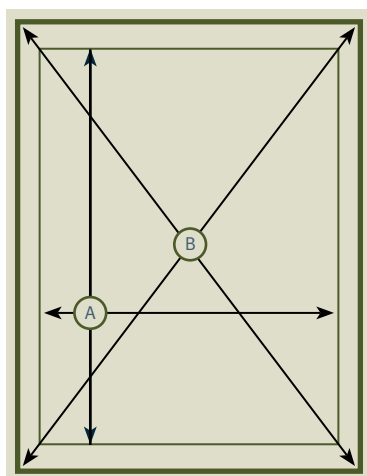
3.5" x 3.5"

QUAD COUPON

7.1" x 3.5"

*Coupon ads are available ONLY to those who purchase an advertisement.

ADDITIONAL DETAILS: FULL PAGE W/.25" BLEED



C

A

B

C

LIVE AREA*

Keep all text within this area due to possibility of guide shifting while on press

FINISHED SIZE

BLEED

Material Requirements

Advertisers must provide digital ads as a PDF X-1A or TIF. PDF X-1A is the only acceptable PDF file type. If the PDF does not meet X-1A standards, your files may be rejected. All files must be CMYK with a resolution of 300DPI at 100% size. NO OTHER AD FILE TYPES WILL BE ACCEPTED. Please include necessary bleed on full page ads. Advertisers must send/provide files electronically using the directions in the AD SUBMISSION section below.

Ad Submission

Step 1: Check your ad to confirm it follows the size, bleed and live area specifications given on this sheet.

Step 2: Check that all artwork is AT LEAST 300DPI CMYK. Colors MUST be converted to "process" CMYK. NO Pantone or "spot" colors.

Step 3: Export ad as a HIGH-RESOLUTION PDF x-1A or TIF. Please put advertiser's name and ad size in file name. For ex. Ramadaln_3.5"x4.875".PDF

Step 4: Upload ad to: Pikes-Peak.com/ovp-ad-upload

Guide Specs

Finished Size: 8" x 10.875"

Bleed Size: 8.5" x 11.375" (0.25" bleed on all sides)

Binding: Saddle-Stitch

Printing Process: Lithographic Web Offset

Questions?

Contact Ross Creative Co at RossCreativeCO@gmail.com

Official Vacation Planner - Colorado Springs & the Wonders of the Pikes Peak Region