

# SUBMISSION GUIDELINES

## PRINT AD SPECIFICATIONS

PRINT AD SIZE	BLEED	TRIM	LIVE AREA
Two-Page Spread	15.75"w x 10.75"h	15.5"w x 10.5"h	15"w x 10"h (allow .5" for the gutter)
Back Cover	8"w x 8.125"h	7.75"w x 8"h	7.25"w x 7.75"h (doesn't trim on top)
Full Page	8"w x 10.75"h	7.75"w x 10.5"h	7.25"w x 10"h
2/3 Page Vertical	5.1875"w x 10.75"h	4.9375"w x 10.5"h	4.1875"w x 9.75"h
1/2 Page Horizontal	(no bleed)	(no trim)	6.75"w x 4.5"h
1/3 Page Square	(no bleed)	(no trim)	4.4375"w x 4.5"h
1/3 Page Vertical	(no bleed)	(no trim)	2.125"w x 9.5"h
1/6 Page Vertical	(no bleed)	(no trim)	2.125"w x 4.5"h
1/12 Page Square	(no bleed)	(no trim)	2.125"w x 2.25"h

## PRINT AD REQUIREMENTS

CMYK, high-resolution (300 dpi) PDF without crop/printer marks OR a high-resolution JPG.

## SEND YOUR FILES TO JOURNAL COMMUNICATIONS

### AD RESOURCE CENTER:

[jnlcom.com/tnvacation](http://jnlcom.com/tnvacation)

Upload your print and added value materials. Questions? Contact your sales representative or email [ads@jnlcom.com](mailto:ads@jnlcom.com).

### FTP:

<http://ftp.jnlcom.com/Login>

**Username:** ads

**Password:** client

Upload files and complete the contact information form. Once files are uploaded, a message indicating a successful transfer will be posted.

Detailed FTP instructions are available from your sales rep.

### EMAIL:

[ads@jnlcom.com](mailto:ads@jnlcom.com)

Please include your business name, magazine name (TVG) and ad size in your email message.

## SUPPLIED FILES POLICY

For submitted files, our free services include checking advertiser- and/or agency-submitted files to ensure they meet our specifications for guide printing. Journal Communications is not responsible for enhancing your digital files or proofreading for spelling and grammatical errors.

If files deviate from the size or specifications on the submission guidelines form, the files must be resubmitted. Please proof your ad carefully before submission. Resubmitted files will be subject to a \$50 processing fee.

We do not provide a proof for ads we did not produce. It is understood that the files are set up as the advertiser intended and were approved prior to submission.

Any extra charges incurred by Journal Communications due to problems with supplied files will be billed to the advertiser with a detailed explanation of the problem.

## PREMIUM SPONSORED CONTENT

### STATEWIDE SPONSORED SPREADS

- Photo 2.125"w x 2.125"h at 300 dpi
- Description 50-60 words (300 characters)
- Business name, address, phone number and website

## DIGITAL GUIDE ENHANCEMENTS

### POP-UPS

- Finished size: 600 x 450 pixels
- Graphic in .jpg or .png format at 300 dpi
- Maximum file size 150K
- Body text maximum of 525 characters (including spaces and punctuation)

### VIDEO

Submit a Vimeo or YouTube URL

- Suggested length: 30 seconds
- Permissions must allow the public to view the video at this link (no login or password required)
- May not feature any third-party advertising before the advertiser's video plays

### SLIDESHOW

- Advertiser provides up to five images
- Finished size for each image: 600 x 450 pixels
- Graphic in .jpg or .png format at 300 dpi
- Maximum file size 150K per image

**TENNESSEE**

 **JOURNAL COMMUNICATIONS**  
TRAVEL PUBLISHING

## CONTACT:

**Maryann Stafford** | [mstafford@jnlcom.com](mailto:mstafford@jnlcom.com) | 615-218-8271