

2027 Rutherford County Visitors Guide

PRINT AND DIGITAL SPECIFICATIONS



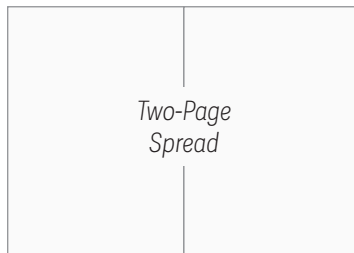
EXAMPLE OF PRINT AD



EXAMPLE OF DIGITAL ENHANCEMENT POP-UP*

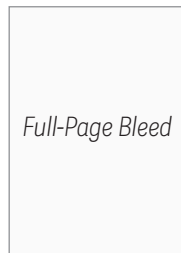
Ad design services included with purchase of ad!

PRINT SIZES



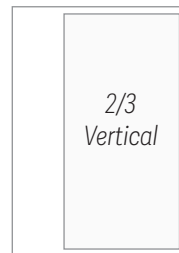
Two-Page Spread

Bleed size: 12.25" w x 10" h
Trim: 12" w x 9.75" h
Live area: 11.5" w x 9.25" h



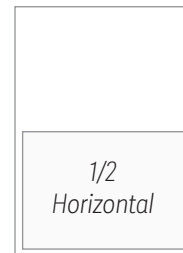
Full-Page Bleed

Bleed size: 6.25" w x 10" h
Trim: 6" w x 9.75" h
Live area: 5.5" w x 9.25" h



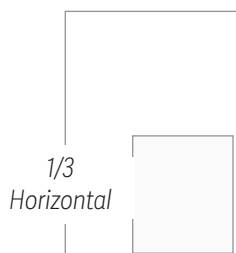
2/3 Vertical

Bleed size: [no bleed]
Trim: [no trim]
Live area: 3.19" w x 8.5625" h



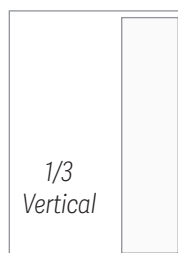
1/2 Horizontal

Bleed size: [no bleed]
Trim: [no trim]
Live area: 4.875" w x 4.19" h



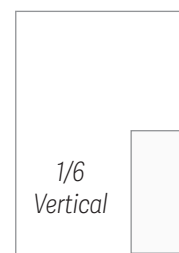
1/3 Horizontal

Bleed size: [no bleed]
Trim: [no trim]
Live area: 3.19" w x 4.19" h



1/3 Vertical

Bleed size: [no bleed]
Trim: [no trim]
Live area: 1.5083" w x 8.5625" h



1/6 Vertical

Bleed size: [no bleed]
Trim: [no trim]
Live area: 1.5083" w x 4.1937" h

* Pop-up/slideshow/video options available.

SUBMISSION INFORMATION

REQUIREMENTS FOR SUBMITTED PRINT ADS

Provide a CMYK, high-resolution (300 dpi.) PDF (PDF/X-1a).

SEND YOUR FILES

EMAIL: ads@jnlcom.com

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

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.

Submission Information and Ad Resource Center: jnlcom.com/rcvg

- Upload your print and added value materials.
- Questions? Contact your sales representative or email ads@jnlcom.com.

SUPPLIED FILES POLICY

Journal Communications is not responsible for enhancing advertisers' digital files or resizing to match the ad space purchased.

For aesthetic purposes, any ads submitted without a defined border [on a white background] will have a .25 point rule added by the publisher to define the perimeter. A proof of the ad with the modification will be sent for reference.

If any additional work is necessary or if files deviate from the size or specifications on this form, the files will be rejected and must be resubmitted.

Please proof your ad carefully before submission. Resubmitted files will be subject to a \$50 processing fee.

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.

PROOFING POLICY

We do not provide a proof for ads submitted digitally. It is understood that the files are set up as the advertiser intended, were approved prior to submission and will output as supplied.

Please supply a color proof for content reference (SWOP preferred).

Please note: The quality of materials is the responsibility of the supplier.



DIGITAL MAGAZINE SPECIFICATIONS

ADVERTISER INFO POP-UP

Available for all sizes in the digital guide. User will click pop-up button to view additional information. Information for the pop-up will be submitted by advertiser.

Pop-Up info: Finished size 600 pixels wide x 450 pixels high

- Graphic in .jpg or .tif format at 300 dpi. (will be sized by publisher), maximum file size 50K.
- Body text maximum of 95 characters (including spaces and punctuation).

SLIDESHOW POP-UP

Digital Magazine Slideshow Pop-Up:

- Advertiser provides three to five images.
- Finished size for each image: 600 x 450 pixels.
- Graphic in .jpg or .png format at 72 dpi.
- Maximum file size 50K per image.

VIDEO SPECIFICATIONS

Digital Magazine Video:

- A video play button will be added to the existing print ad.
- We will only accept a YouTube or Vimeo link, no files.

Connect With Us

The *Rutherford County Visitors Guide* is published by Journal Communications Inc., a custom media company in Franklin, Tennessee.

Meet your dedicated sales contact, ready to craft a custom program for your brand to maximize your reach to potential visitors.



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