Richmond magazine
Richmond magazine.com

ADVERTISING INSTRUCTIONS & GUIDELINES

Dear Advertiser,

Thank you for advertising with us. Our ad production coordinator along with our production team will help you deliver a successful ad within the pages of our publication. To do so, we'll need your help:

Ready-for-Print ads

If you are supplying a ready-for-print ad, please read through the following pages to ensure your ad meets the required specifications. If you are not certain, you're welcome to contact us and we'll have our production department view your ad.

Production Needed

A member of our production team can build your ad for you. You will be asked to supply your logo, photos and art along with copy and a sketch of the ad you would like to build. Our production coordinator will have the ad built when all materials are received. Once your proof is sent, please respond quickly with the sign-off sheet completed. Making changes are not a problem, but please do so in two rounds.

Production Deadline 2024

ISSUE MONTH	production needed	ready-for-print
JANUARY	NOV. 27	DEC. 1
FEBRUARY	JAN. 1	JAN. 5
MARCH	JAN. 29	FEB. 2
APRIL	FEB. 26	MAR. 1
MAY	MAR. 25	MAR. 29
JUNE	APR. 29	MAY 3
JULY	MAY 27	MAY 31
AUGUST	JUN. 24	JUN. 28
SEPTEMBER	JUL. 29	AUG. 2
OCTOBER	AUG. 26	AUG. 30
NOVEMBER	SEP. 23	SEP. 27
DECEMBER	OCT. 28	NOV. 1

Richmond magazine / Richmondmagazine.com

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PRINT

FOR READY-TO-PRINT ADS IN RICHMOND MAGAZINE:
(Ad must be sized to correct dimensions of ad placement)

SUBMISSION:
- **Email: ads@richmag.com (Note:** File size cannot exceed 10MB)
- **FTP site:** Call or email for upload instructions.

FORMATS:
- **PDF- must be high resolution** (preferred format)
NOTE: ALL PRINTERS MARKS AND COLOR BARS MUST BE SET OUTSIDE OF BLEED.
- **Adobe InDesign or Illustrator** (outline all fonts and package all design files)
NOTE: WE CANNOT ACCEPT MICROSOFT FILES OF ANY KIND. (Publisher, Word, Excel, Powerpoint, Project, FrontPage, Entourage, etc.)

RESOLUTION:
- All images and logos in the ad must be at least **300 dpi** at 100% size.
NOTE: ADDING DPI TO AN IMAGE OR LOGO THAT IS BELOW 300 DPI WILL RESULT IN A BLURRED AND BITMAPPED IMAGE OR LOGO WHEN PRINTED.
NOTE: PULLING IMAGES DIRECTLY FROM WEB (I.E. FACEBOOK, WEBSITE) WILL RESULT IN A LOW RESOLUTION IMAGE. You must have photo rights to all images used in your ad.

COLOR:
- **CMYK.** All photos and graphic colors in the ad must be **CMYK.**
NOTE: IF RGB, SPOT OR PANTONE COLORS ARE USED, THEY WILL BE CONVERTED AND WILL NOT LOOK THE WAY YOU EXPECTED THEM.

MINIMUM TEXT SIZES:
Solid color text: **Minimum 7 points** in font size
White text on black or color background : **Minimum 9 points** in font size
NOTE: FONTS BELOW MINIMUM SIZES MAY CLOSE UP WHEN PRINTED. DOT GAIN ON PRESS IS 20%

We can produce a print ad for you:

NOTE: Please submit ad materials 5 business days BEFORE your deadline to allow time for production, proofing and approval. After deadline we will have to print your ad with the most recently approved changes.

SEND:
- **A high-resolution logo** (300 dpi)
- **High-resolution photos** (300 dpi), **you must have photo rights to all images used in your ad**, illustrations or graphics you'd like included (Note: Check out www.gettyimages.com for great stock images.)
- **Ad copy**, including headline, body text or bullet points, contact information and call to action
- **Any ads** or marketing materials that your company currently uses (300 dpi)
- **Preferences** you have as far as layout, color, etc.

WEB

FOR WEB ADS ON RICHMONDMAGAZINE.COM:

You may submit a web-ready ad to ads@richmag.com:
- We accept **JPG, GIF, PNG or SWF** files (72 dpi, max size 40KB).
- Indicate the URL for linking your ad.
- See richmondmagazine.com media kit for additional specs.

We can produce a web ad for you if you submit the following:
- Logos, images and copy to be used; any color and layout preferences
- **NOTE: PLEASE SUBMIT AD MATERIALS 5 BUSINESS DAYS BEFORE YOUR DEADLINE TO ALLOW TIME FOR PRODUCTION, PROOFING AND APPROVAL.**

Ask Scott for additonal web, newsletter or interstitial specs.

WEB AD SIZES: (width by height)

- **Leaderboard:**
All three sizes required
970 x 90 pixels
728 x 90 pixels
320 x 50 pixels

- **Display:**
300 x 250 pixels

solid line indicates
2/3 Vertical
4.75" w x 9.875" h

dashed line indicates
1/3 Block
4.75" w x 4.812" h

1/3 Vertical
2.25" w x 9.875" h

NEW GALLERY SIZE
1/4 Vertical
3.5" w x 4.5" h

NEW GALLERY SIZE
1/8 Horizontal
3.5" w x 2.1" h

1/2 Horizontal
7.25" w x 4.812" h

Full Page Bleed

trim size is 8.25" w x 10.875" h

you MUST include an additional .125" (1/8")
on each side for bleed

live area is .375" inside of trim area,
keep all logos, text, etc. inside of the live area

live area
7.5" x 10.125"

trim size
8.25" x 10.875"

bleed area
8.5" x 11.125"

Full Page Non-Bleed
7" w x 10" h