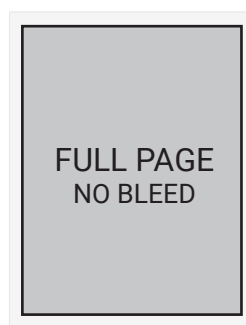
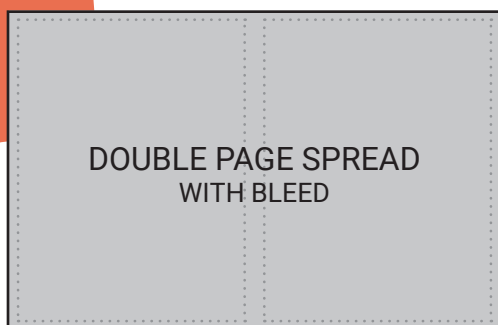
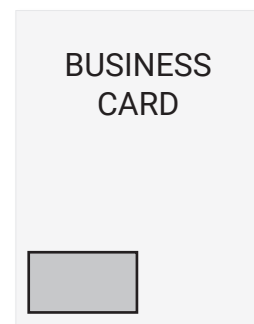
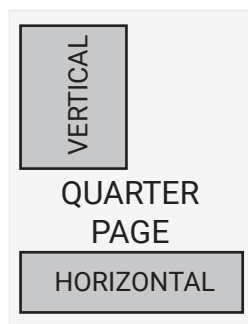
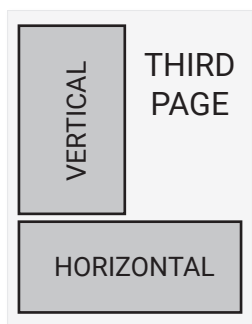
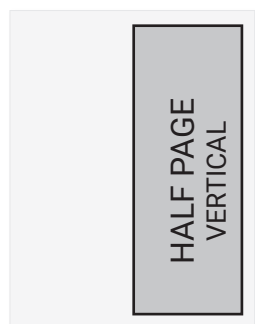
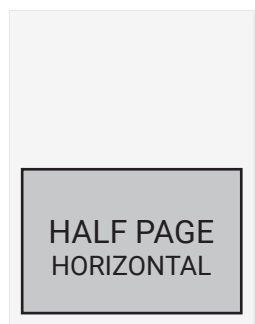


Display Ad Size & Print Specifications



LIVE AREA
Text placed outside the live area may be cut off. Please keep text well within the live area at all times.



SIZE	DIMENSIONS
Business Card	3.67"w x 2.35"h
Quarter Page -Vertical -Horizontal	3.67"w x 4.9"h 7.5"w x 2.35"h
Third Page -Vertical -Horizontal	3.67"w x 6.6"h 7.5"w x 3.2"h
Half Page -Vertical -Horizontal	3.67"w x 10"h 7.5"w x 4.9"h
Full Page -no bleed -with bleed	7.5"w x 10"h trim 8.5"w x 11"h +.125" bleed
Double Page -no bleed -with bleed	16"w x 10"h trim 17"w x 11"h +.125" bleed
Inserts	Paper Stock Min. 4" x 6", Max. 8.5" x 11"

ART WORK REQUIREMENTS

- + Artwork needs to be in adequate format for print, high resolution, and magazine quality.
- + High resolution flattened PDF, with fonts embedded or outlined, are preferred for all ads. Other electronic file formats accepted include: AI, PSD, EPS, JPG, TIFF.
- + All images should be 300dpi. Images taken directly from the Internet are not suitable for printing.
- + All colour artwork must be in CMYK colour mode, if artwork is submitted in RGB mode, it will be converted to CMYK, which will result in a colour shift.

AD DEVELOPMENT

Creative services are available at \$100 for new ad development. Non-profit organizations receive **free ad development services**. Updates or revisions to ads already on file are provided at no charge.

PROOFS

If we have worked to develop or edit your ad, we will send you a proof to approve before we go to print so that you can check for accuracy.

Print-ready ads that are submitted to us will not be sent back to you for proofing, unless something unusual is spotted with your file.

For other questions related to the publication, visit:

<https://locallakeland.com/f-a-q>
Email: hi@brandysmart.com
Call/Text: 306-981-4661