

Unit Size	Trim (w x h)	Live	Bleed
2-Page Spread Bleed	16" x 10.5"	15.75" x 10.25"	17" x 11.125"
Full-Page Bleed	8" x 10.5"	7.75" x 10.25"	8.25" x 10.75"
Full-Page Non-Bleed	8" x 10.5"	7.75" x 10.25"	n/a
2/3 Page (Vertical)	4.325" x 9.25"	n/a	n/a
1/2 Page (Island)	4.325" x 6.9"	n/a	n/a
1/3 Page (Square)	4.325" x 4.525"	n/a	n/a
1/6 Page (Horizontal)	4.325" x 2.18"	n/a	n/a
1/8 Page (Creature Comforts)	3.2" x 2.075"	n/a	n/a
1/24 Page	2.075" x 1"	n/a	n/a

## MATERIAL SUBMISSION

If the file size is larger than 5 MB, please submit your ad and/or artwork online at [www.nvmads.com](http://www.nvmads.com). Smaller files can be sent to [addesign@northernvirginiamag.com](mailto:addesign@northernvirginiamag.com). When naming your files, please include your company name, the issue month and year.

## SPECIFICATIONS

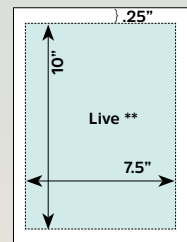
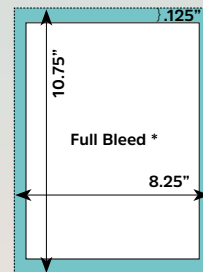
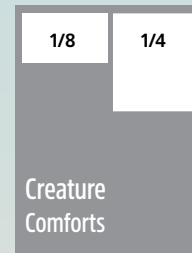
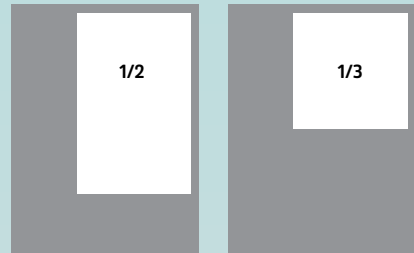
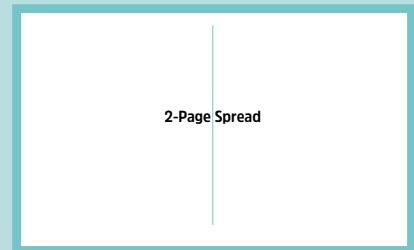
**COLOR:** All files must be CMYK. Please convert all Spot and RGB colors to CMYK. We will convert colors to CMYK and will not be held accountable for color shifts due to color conversions.

**IMAGES:** Photos or logos submitted are to be saved at 300 dpi and at 100% of final print size.

**BLEEDS:** All full-page and spread ads with bleeds should have a .125 inch bleed extending past the trim (8"x10.5").

**SAFETY:** Keep all LIVE matter (information or design not intended to trim) .25" from trim edges.

**CROP MARKS:** You may include crop marks in your file; but the crop marks must be *outside the bleed area*.



### \* BLEED INFORMATION

For full-page bleed ads, add .125" to each side of trim size and keep live text matter at least .25" inside trim edges. Please ensure that crop marks do not enter the bleed area.

### \*\* LIVE INFORMATION

For full-page ads that do not bleed, please leave at least .25" of unmarked white space on each side.



## Online Specifications

Web Ad Sizes		Width	Height
Skyscraper Banner	<b>A</b>	300px	600px
Medium Rectangle	<b>B</b>	300px	250px
Leaderboard Banner			
Desktop	<b>C</b>	728px	90px
Mobile	<b>D</b>	300px	50px



### MATERIAL SUBMISSION

Ads submitted that do not follow the submission specifications will not be placed until the problem has been corrected.

**FILE FORMATS:** GIF (max 4 slides), JPEG, & PNG.

**FILE SIZE:** Maximum 300KB.

**LINKS:** Supply the exact URL the ad should link to.

**FILE DELIVERY:** Email the files to [addesign@northernvirginiamag.com](mailto:addesign@northernvirginiamag.com). Please use your company name when naming the file.

100K+

UNIQUE MONTHLY VISITORS

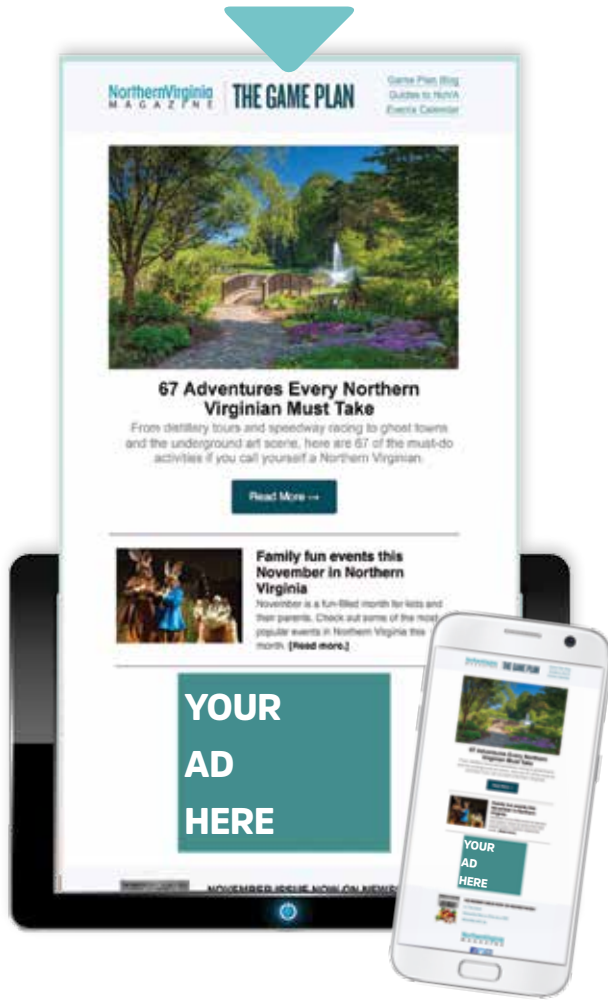
120K+

MONTHLY VISITS

230K+

PAGE VIEWS

\*monthly average 12/16 - 2/17



## E-Newsletter Specifications

Includes **Text Ad** and **Medium Rectangle Ad**

Title	Distribution	Opted-in Subscribers
Things to Do	Every Monday and Thursday	36,500
Shopping	Every Friday	32,100
Food	Every Wednesday	38,800
Home	Every Sunday	32,100
Travel	First and third Tuesday of the month	24,600
Health	Every Friday	32,100
Parks & Recreation	Second and fourth Tuesday of the month	23,100
Education	Second Saturday and last Sunday of the month	28,200
Senior Living	Second Sunday of the month	16,100
Family	Every Saturday	19,300
Pets	Every fourth Wednesday of the month	22,600

100K+

UNIQUE MONTHLY VISITORS

120K+

MONTHLY VISITS

230K+

PAGE VIEWS

\*monthly average 12/16 - 2/17

### Package Includes

#### Text Ad

40 words of text and an image (180px by 135px)

#### Medium Rectangle Ad

300px by 250px ad

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