

PRINT ADS:

Print ad page size is H 8.5" x W 5.5".

All print ads must be submitted with a DPI (dots per inch) of no less than 300px/inch.

Ads can be submitted in either PDF, JPG or PNG file formats.

A 1/4" (.25px at 300px/inch) bleed must be provided on all sides as shown in the examples below. Please make sure that printing does not fall into the bleed area so it is not covered by binding in booklets. Image may go to the edge of the ad, but not text.

Ad pages will have an 1/8" white frame border. Ads will be displayed edge to edge with no white column or row between ads.

WEB ADS:

Web Ad suggested size: 940px X 300px horizontal banner. We can modify your print ads to be used for your web ad.

Web ads are requested to be submitted in .PNG file formats.

Web ads can have a dpi as low as 96px for faster loading times.

Half page verticle

Size: 2.5w x 8.0h

Quarter page verticle

Size: 2.5w x 4.0h

No text outside
of this **line**.

Background
can go to **edge**.

**Print Ad layout and
sizes
for BWP booklet.**

*Page bleed is a 1/8"
white frame around
entire page.*

*Recommended bleed
on ad is 1/8" (.125px).*

**Full page dimensions:
5.0w x 8.0h**

Half page Horizontal

Size: 5.0w x 4.0h

No text outside
of this **line**.

Background
can go to **edge**.

Print Ad layout and sizes

for BWP booklet.

*Page bleed is a 1/8" white frame around
page. **Recommended bleed on ad is 1/8"***

(.125px). Full page ad dimensions:

5.0w x 8.0h

Quarter page Horizontal

Size: 5.0w x 2.0h

Business Card Ad
Horizontal
Size: 2.5w x 2.0h
(basic business card
size)

Page bleed is a 1/8" white frame around page. Recommended bleed on ad is 1/8" (.125px). Full page ad dimensions: 5.25w x 8.25h

*If you have any questions, please email us at ptownbearweek@gmail.com, **"ATTN: Ad Manager"**.*