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## THE GUIDE BOOK:

### DIGITAL ADVERTISING GENERAL SPECS

#### Advertising Submission / Media

Advertising submissions under 5mb may be submitted via e-mail to michelle@putmeinorbit.com. E-mail subject MUST state: AD SUBMISSION - *Guide Book* name, advertiser name

Submissions larger than 5mb should be submitted via a large file transfer service (such as dropbox or similar) or by mail on a USB flash drive. Submitted media must be clearly labeled with a *Guide Book* name, advertiser name, a contact name and a telephone number where they can be reached during business hours.

#### Preferred Format

Hi-resolution (300dpi or higher) PDF files adhering to the specs below.\*  
**\*Do not include crop marks in your ad file.**

#### Submitted PDF files must:

- (1) Have all fonts embedded (or have fonts turned to outlines in the native application before pdf is created).
- (2) Be in the correct color mode (ie. CMYK or Grayscale. NOT RGB).
- (3) All spot colors MUST be converted to CMYK.
- (4) All images/photography used in the ad must be at least 300dpi.

We recommend that you also submit the native file and include all fonts and images used. Adobe InDesign is the preferred layout program.

#### Other Accepted Formats

Our preferred native file format is Adobe InDesign (CC)  
*.indd packaged with all fonts and links*

We also accept the following:  
Adobe Photoshop (CC with text layers rasterized)  
*.psd, .jpg, .tif files accepted*  
Illustrator (CC with fonts turned to outlines)  
*.ai and .eps files accepted*

#### Printing Specifications

Finished Size: 7" W x 8.5" H  
Cover Stock: 100# White Dull Cover  
Paper Stock: 100# White Dull Text  
Aqueous Coating on all pages

### DISPLAY ADVERTISING

FULL PAGE

HALF PAGE

#### DISPLAY ADVERTISING SIZES (W x H)

Half Page: 7.00" x 4.25"  
*ADD .25" for ads containing a bleed. Make certain art and text are within trim zone of 6.875" W x 4.125" H to avoid being cut off.*

Full Page: 7.00" x 8.50"  
*ADD .25" for ads containing a bleed. Make certain art and text are within trim zone of 6.875" W x 8.375" H to avoid being cut off.*

#### Demographics

Household income: \$90,000+  
Median Age: Approximately 30-65  
Predominately female (primary purchases decision-maker)

#### Distribution

Each issue direct mails to 6,000+ households in surrounding zip codes with selected carrier routes primarily of homeowners, to generate maximum awareness on a local level.

Each Guide will have a dedicated web page showcasing each book and brand storytelling opportunities for advertisers, with direct links to your website allowing for unlimited digital impressions.

### PRODUCTION LIABILITIES

All camera-ready artwork, typography and file formats of advertiser-submitted ads are advertiser responsibility. Publisher is responsible for the actual placement of the advertising. Placement is done on a first come, first served basis unless otherwise specified. Publisher does not accept material deemed inappropriate or offensive. Publisher is not liable for any claims made against advertiser as a result of their ad. **PLEASE NOTE:** You will be charged for resizing or any modifications to your submitted artwork and will be billed separately at \$50 per hour. After reviewing your submitted ad, if we find it needs revisions or resizing, we will contact you first for your approval, prior to proceeding, and will quote you the fee for correction. We are not responsible for ads submitted that do not adhere to the specifications. We will insert them into the page space to the best of our ability.