

Issue No. 2

WEARIN' *of the* GREEN

Official Parade Publication

If we are CREATING your ad:

Please supply the following to ensure your ad can be created in a timely manner & sent to you for approval!

- Your text to be included in the ad, submitted in a typed format (Microsoft Word document or email)
- Your logo as an EPS, high resolution PDF, JPEG or TIFF file
- Any high-resolution image(s) that you would like to include as JPG, TIFF or PDF file(s)
- If you would like to include a stock image, please include the item # from thinkstock.com
- If you have a sample ad you would like us to refer to while creating your ad, please supply prior to us starting

If you are PROVIDING your ad:

Please follow guidelines below when providing your print-ready ad.

- Your ad file must meet the required size specifications of the ad size you agreed to (See Advertising Agreement for sizes)
- To ensure best quality, provide your ad as a print-ready PDF file (at least 300dpi) with all text outlined in a CMYK format.
- All images and logos must be a minimum of 300 DPI resolution
- If you can't provide a PDF file, we also accept JPEG, TIFF, PSD*, AI* (NOTE that all "working" files should have text outlined & graphics/images embedded to avoid missing elements when opened.)

Please note that images saved directly from the web are most likely low resolution and rarely convertible to the required resolution for print. We are not responsible for errors the advertiser fails to correct. The color of your onscreen ad proof and the printed ad may not be exact, and can vary upon publication. Please submit ads/ad materials to your Ad Rep or to bririshparade@gmail.com

SPACE DEADLINE October 18, 2019 **ART DEADLINE** November 15, 2019



Full Page Bleed

Live Area 8.625" x 11.375"

Trim 8.5" x 11"

Bleed 1/8" all sides

Full Page

Live Area 7.5" x 10"

Half Page

Live Area 7.375" x 5"

Quarter Page

Live Area .6" x 5"

3/4 Page

Live Area 7.5" x 6.5"

Back Cover

Premium Positions are available. See Advertising Agreement for availability.