



**DISPLAY AD SIZES**

AD SIZES	WIDTH	HEIGHT
Full Page	10"	9.90"
1/2 Page (V)	4.9"	9.90"
1/2 Page (H)	10"	4.90"
1/4 Page	4.90"	4.90"
1/8 Page (V)	2.37"	4.90"
1/8 Page (H)	4.90"	2.37"
1/16 Page (V)	2.37"	2.37"
<b>PREMIUM POSITIONS</b>		
Front Banner	7.45"	1"
Front Block	2.37"	3"
PopUp	10"	1.5"

(This ad is above the top of the paper. Ask for details.)

**POP UP**

**DIGITAL FILE SPECIFICATIONS**

Below are the specifications to follow when developing digital (aka camera ready) ads and art files for The Baltimore Guide. Please submit digital ads exact size according to display ad sizes above. Do not include crop marks. Note, lower resolution files may not reproduce well.

**ACCEPTED FILE FORMATS:**

**PREFERRED: PDF**

Fonts embedded, CMYK, no crop marks.

• **Adobe InDesign** (.indd)

All fonts and links must be packaged and sent. All elements of the document (graphics, photos, type) must be saved as CMYK. Graphics 300 dpi or greater.

• **Adobe Illustrator**

Turn all type to outlines. CMYK. Graphics 300 dpi or greater.

**NOT ACCEPTED:** Power Point, Publisher, Word and Corel Draw

**METHOD OF DELIVERY:**

**PREFERRED:** Email .pdf to your account executive.

**ADVERTISING DEADLINES:**

Space Reservation - Thursday 4 pm

Copy Deadline - Thursday 4 pm

Camera Ready - Monday noon

Holiday Deadlines: If a holiday falls on a Monday, all deadlines will be one work day earlier. If a holiday falls on any other day, please call for details.