



# GULF SHORES & ORANGE BEACH TOURISM

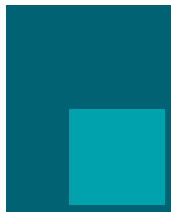
The Official Vacation Guide of Gulf Shores & Orange Beach

## AD SPECIFICATIONS



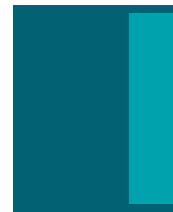
### Sixth Page, Vertical

2.3125" x 4.5"



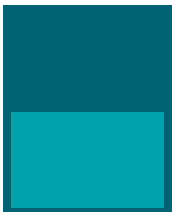
### Third Page, Square

4.625" x 4.5"



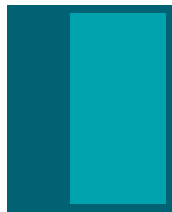
### Third Page, Vertical

2.3125" x 9.1875"



### Half Page, Horizontal

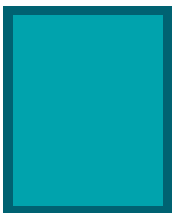
7.125" x 4.5"



### Two-Thirds Page, Vertical

4.625" x 9.1875"

All dimensions listed are in inches, width then height



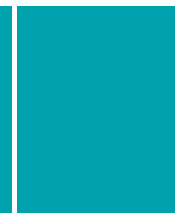
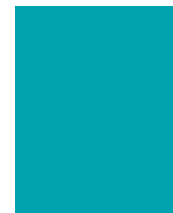
### Full Page Non-Bleed

7.125" x 9.1875"



### Full Page Bleed

8.375" x 10.5" plus .125" bleed. Live area of 7.375" x 9.5"



### Two Page Spread

16.75" x 10.5" plus .125" bleed. Live area of 15.75" x 9.5"

### File Type:

- PDF/X-1a is the accepted format. \*PDF must pass preflight inspection.
- We DO NOT accept Pagemaker, Corel Draw, Canva or Publisher files.

### File Specs:

- All digital images must be CMYK and at least 300 dpi at 100%. Bitmapped images must be 600 dpi at 100%.
- Images intended to be faintly visible must comprise of at least 6% of each color.
- DO NOT use spot colors in either graphic or ad files.
- All fonts must be embedded.
- DO NOT include crop marks on PDFs.
- Our printers recommend using a one-color Black for QR codes.

### Enhanced Listings:

Logo files should be supplied as .png or .tff with a transparent background.

### File Submission:

Please send all ad files to the Materials Coordinator via email or Dropbox link.

### PRODUCTION QUESTIONS:

Contact the Materials Coordinator at 251-967-7542 or email [Materials@CompassMedia.com](mailto:Materials@CompassMedia.com).