



# AD SPECIFICATIONS

## COAST360 GUIDE

### AD SIZE & SPECS

1/16 Page (2.56" x 1.0")
1/8 Page (2.56" x 2.06")
1/4 Page (2.56" x 4.18")
3/8 Page (2.56" x 6.37")
1/2 Page H (5.25" x 4.18")
1/2 Page V (2.56" x 8.5")
Full Page (6" x 9.25") <small>(plus .125" bleed added to all sides)</small>

## COUPON BOOK

### AD SIZE & SPECS

1 Coupon is two sides, each (5.625" x 3.125")
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## CONCIERGE GUIDE

### AD SIZE & SPECS

1/16 Page (3.88" x 1.25")
1/8 Page (3.88" x 2.63")
1/4 Page (3.88" x 5.38")
3/8 Page (3.88" x 8.13")
1/2 Page H (7.88" x 5.38")
1/2 Page V (3.88" x 10.875")
Full Page (8.63" x 12") <small>(plus .125" bleed added to all sides)</small>

All dimensions listed are in inches, width then height

### 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.

### 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).

