

AD SPECIFICATIONS

Our goal at The Pedway Guide, is to ensure production goes smoothly. Our design team is always accessible to answer any questions about the digital requirements or if you are having difficulty conforming your ad to our specifications.

DESIGN

If you do not have a designer we will be happy to refer you to our graphic design division, Addison Design Studios. 50% off design services.

CREATE AND CONNECT AN IMAGE



MEDIA AND FILE FORMATS

VIA EMAIL (PREFERRED) - We can accept files up to 10MB in size via e-mail. Please send to upload@pedwayguide.com. Include business, name, invoice number, and contact information.

CD ROM - Please mail to: 222 N. Columbus Dr. Suite 3910 Chicago, IL 60601. Include the following information: business, name, invoice number, and contact information. CD's will not be returned unless self addressed packaging is included.

FILE FORMAT

PREFERRED FILE FORMAT - TIFF/IT or PDF-X 1/a

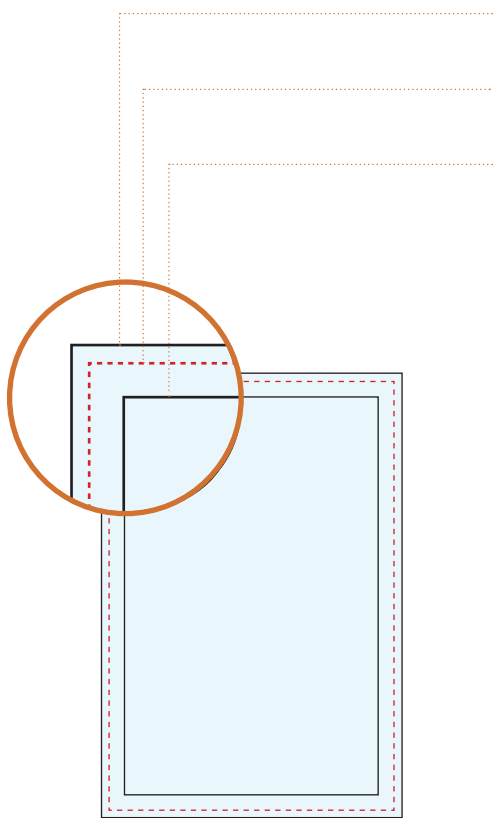
ALTERNATE FILE FORMATS ACCEPTED - Native Application Files (MAC ONLY) Adobe CS2 (Illustrator, InDesign, Photoshop)

PC USERS - MUST PROVIDE HI RES PDF-X 1/A, TIFF/IT OR A PDF FOR PRINT.

PDF FILES - Must contain only 4-color process images (CMYK). On Media is not responsible for PDF files prepared incorrectly.

IMAGE REQUIREMENTS - All images provided for ads should be final, color corrected, hi-resolution (300dpi) CMYK files. TIF or PDF file type recommended. Hi-Res images should not be scaled more than 115% to maintain image quality.

AD SIZES



BLEED .125"

TRIM - Inside the trim line is actual ad size.

SAFETY .25"- All live matter should be .25" from the trim size on all four sides. Pedway Guide magazine is not responsible for any information or live matter placed outside the safety that is trimmed or cut off.

PEDWAY BUSINESS AD OPTIONS

AD OPTIONS	PHOTO / LOGO	DESCRIPTION	AD SIZE
1/6 PAGE	Width 1.5" Height 1.2"	40 Words	N/A
1/2 PAGE	Width 1.5" Height 1.2"	40 Words	Width 5" Height 2.5"
FULL PAGE	Width 1.5" Height 1.2"	40 Words	Width 5" Height 6.5"

NON-PEDWAY BUSINESS AD OPTIONS

AD OPTIONS	AD SIZE
1/6 PAGE	Width 1.5" Height 1.2"
1/4 PAGE	Width 2.75" Height 4"
1/2 PAGE	Width 4" Height 5"
FULL PAGE	Width 5.5" Height 8"

A FEW REMINDERS

Using black text over any background darker than 30-percent black may compromise legibility.

Using reverse type (white text on black), overprints and small type (5 to 6 points or less) is discouraged.

All ads must use these dimensions. If they do not, the ad will be resized to fit the designated space at advertisers' expense.

If you have any questions about the digital requirements or if you are having difficulty conforming your ad to our specifications contact Matt Myers at 1-866-400-2373 or matt@pedwayguide.com