Print Ad Specifications

Better Distribution, Better Results!

Basic Print Requirements:

- All Impact ads are **CMYK** and require a press resolution of **300 pixels per inch.** Any graphics should be at LEAST 255 pixels per inch at final size with 300 pixels per inch being optimum.
- Our **Rich Black** build is **60C - 40M - 30Y - 100K**. Please use this mix for large black areas only—do NOT use it or the "Registration" swatch for body text, bullet points, etc.
- Only the cover may bleed.
- **Press resolution (300ppi) pdfs are preferred,** but we can accept jpg, eps and tif file submissions.

Impact Ad Sizes:

FULL PAGE: 7.5 inches wide by 10 inches
Maximum coupon size* of 7.5 inches wide by 2.5 inches on top or bottom of ad

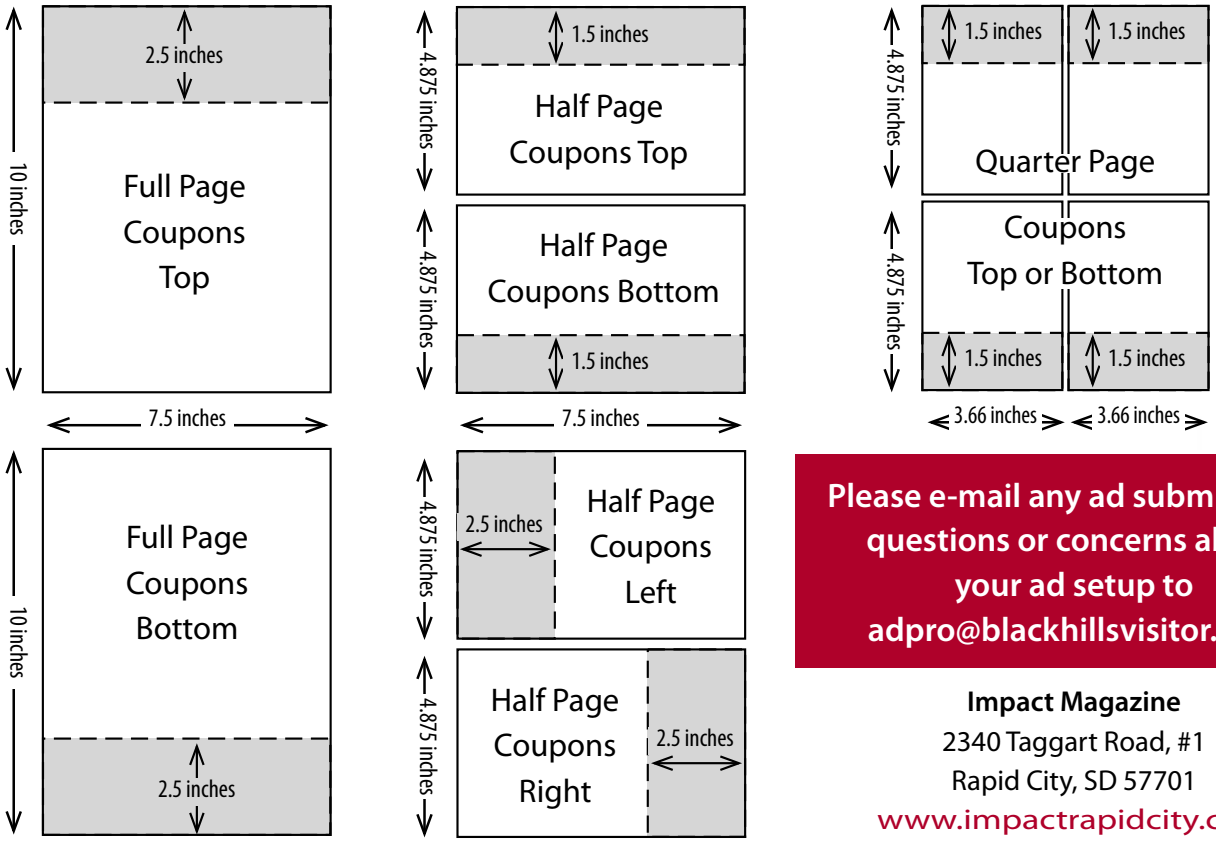
HALF PAGE: 7.5 inches wide by 4.875 inches
Maximum coupon size* of 7.5 inches wide by 1.5 inches on top or bottom of ad, OR 2.5 inches wide by 4.875 inches on left or right side of ad

QUARTER PAGE: 3.66 inches wide by 4.875 inches
Maximum coupon size* of 3.66 inches wide by 1.5 inches on top or bottom of ad

COVER: Final trim size is 7.85 inches wide by 10.875 inches. You must add a quarter inch bleed beyond that measurement on all four sides. WE REQUIRE TWO INCHES (from the trim line) AT THE TOP OF THE COVER FOR OUR MASTHEAD. Please make sure that your design fades into or has a plain background in that area. See our online issue from our home page for a visual example.

BACK COVER: 7.5 inches wide by 7.5 inches

*Larger coupon space usage or alternate positioning on the ad must have prior approval.



Please e-mail any ad submissions, questions or concerns about your ad setup to adpro@blackhillsvisitor.com

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