

# AD DESIGN SPECIFICATIONS

## POCKET GUIDES



### FULL-PAGE FULL-BLEED

**Trim:** 5.25" x 8.125"

**Bleed:** 5.75" x 8.625"

**Live:** 4.75" x 7.625"



### FULL-PAGE NON-BLEED

4.35" x 6.95"



**1/2 PAGE:** 4.35" x 3.3"

**1/4 PAGE:** 2.05" x 3.3"

### AD SUBMISSION

#### Preferred format: PDF

- Please ensure that fonts are embedded.
- Images used need to be **CMYK** / 300 dpi or 800 dpi / B&W flattened tiff (**even when converted in PDF**).

#### Other formats: tiff or Eps

- Please ensure that fonts are embedded.
- Images used need to be CMYK / 300 dpi or 800 dpi / B&W
- Photoshop files: CMYK / 300 dpi flattened tiff
- Illustrator files: fonts need to be **outlined** with CMYK images

### DUE SOUTH PUBLISHING AD CREATION

#### We will need:

- Logo: your logo in PDF, tiff, EPS, psd or Adobe Illustrator
- Only high resolution images (300 dpi or higher) at 100% of the final size will be accepted.
- The client is responsible for all copyrights including documents, images and logos. Photos of people must have been approved for use.

### FILE(S) SUBMISSION

- Files under 6 MB can be emailed to:  
**Mack@DueSouthPublishing.com**
- Files above 6 MB can be sent via [yousendit.com](http://yousendit.com)

**Trim:** This is the "actual" size of the printed publication and of your Full-Page Full-Bleed ad.

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**Live:** This is the safe zone inside the page. Text cannot be placed beyond this limit.



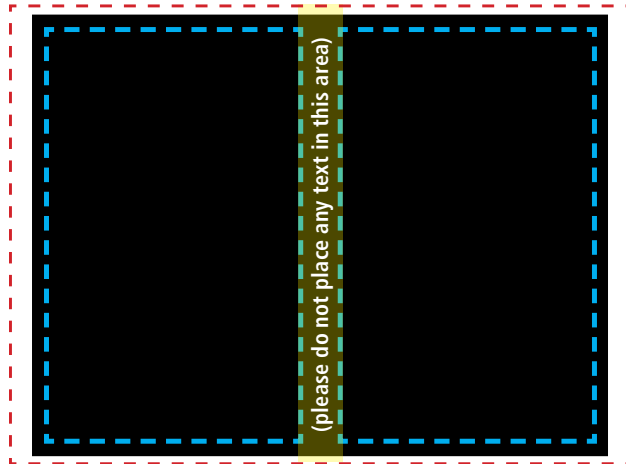
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St. Simons Island, GA 31522

**DueSouthPublishing.com**

# AD DESIGN SPECIFICATIONS

## POCKET GUIDES



### DOUBLE-PAGE FULL-BLEED

**Trim:** 10.5" x 8.125"

**Bleed:** 11.5" x 8.625"

**Live:** 4.75" x 7.625" (per page)

**Gutter:** 1" x 8.625"

(please do not place any text in the gutter)

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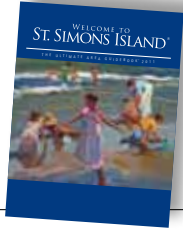


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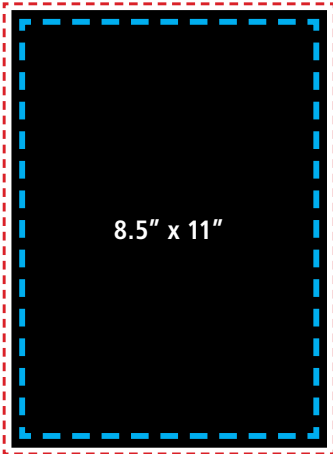
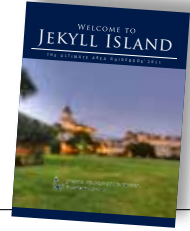
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# AD DESIGN SPECIFICATIONS



## WELCOME TO ST. SIMONS ISLAND WELCOME TO JEKYLL ISLAND IN-HOTEL-ROOM BOOKS

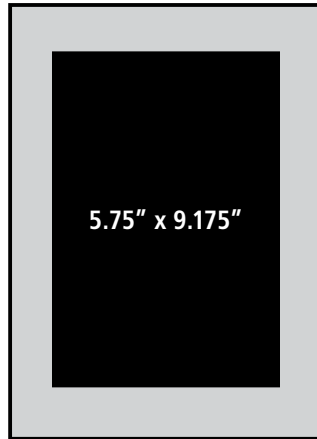


### FULL-PAGE FULL-BLEED

**Trim:** 8.5" x 11"

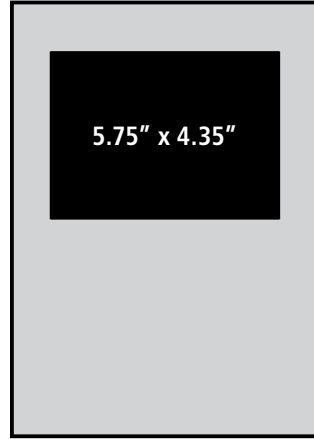
**Bleed:** 8.75" x 11.25"

**Live:** 8" x 10.5"



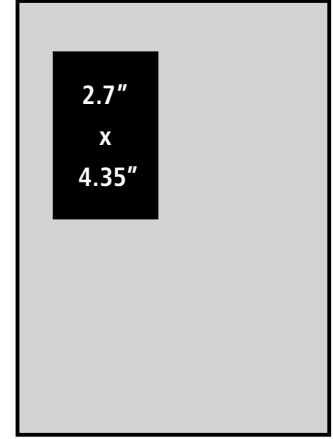
### FULL-PAGE NON-BLEED

5.75" x 9.175"



### 1/2 PAGE

5.75" x 4.35"



### 1/4 PAGE

2.7" x 4.35"

#### AD SUBMISSION

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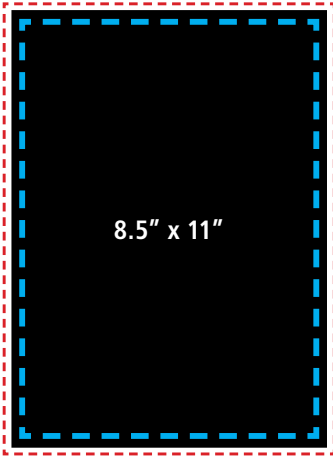
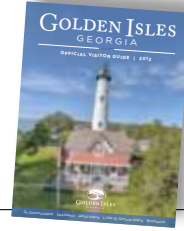
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# AD DESIGN SPECIFICATIONS

## GOLDEN ISLES GEORGIA

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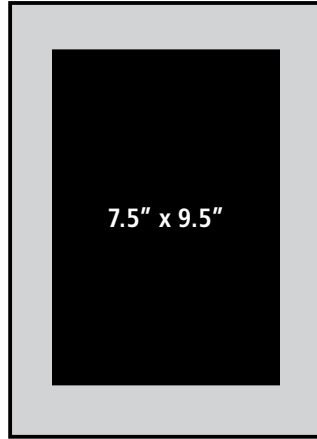


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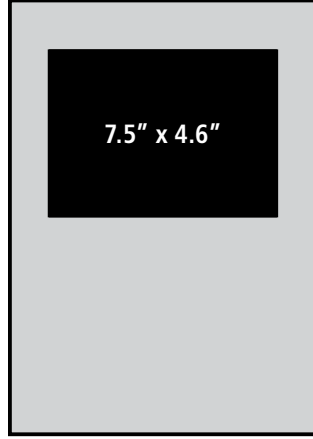
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**Live:** 8" x 10.5"



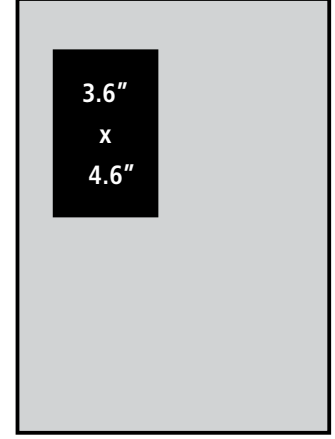
7.5" x 9.5"



7.5" x 4.6"

### 1/2 PAGE

7.5" x 4.6"



3.6"  
x  
4.6"

### 1/4 PAGE

3.6" x 4.6"

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