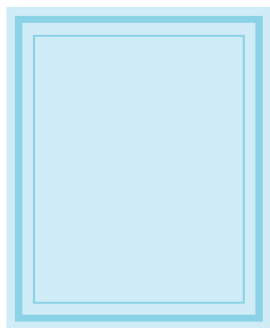


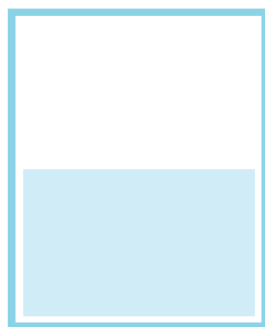
# 2020 MOS Ad Details

AD MATERIALS  
DEADLINE  
AUG. 24<sup>TH</sup>

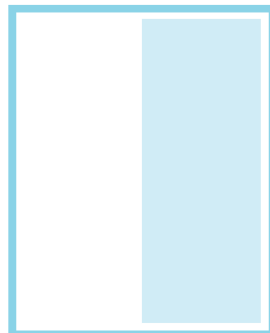
## STANDARD AD SPECS & SIZES



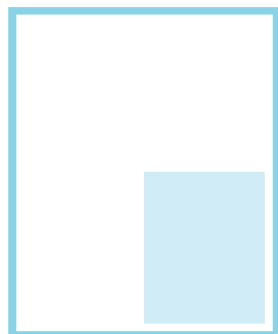
**FULL PAGE W/.25" BLEED**  
Finished Size: 8" x 10.875"  
With .25" bleed: 8.5" x 11.375"  
Live Area: 7" x 9.875"



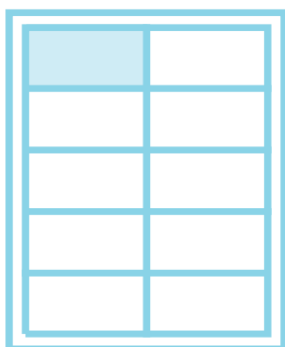
**1/2 HORIZONTAL AD**  
Ad Size: 7.25" x 4.875"  
No Bleed



**1/2 VERTICAL AD**  
Ad Size: 3.5" x 10"  
No Bleed



**1/4 VERTICAL AD**  
Ad Size: 3.5" x 4.875"  
No Bleed



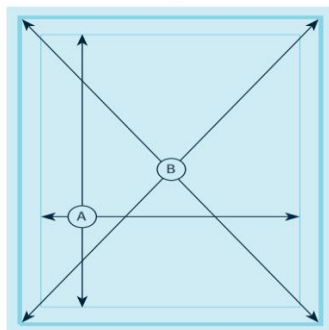
**COUPON\***  
No Bleed

### SINGLE COUPON

3.5" x 1.625"

\*Coupon ads are available ONLY to restaurants (currently).

ADDITIONAL DETAILS:  
FULL PAGE W/.25" BLEED



- (A) LIVE AREA\***  
Keep all text within this area due to possibility of guide shifting while on press
- (B) FINISHED SIZE**
- (C) BLEED**

## GUIDE SPECS

**Finished Size:** 8" x 10.875"

**Bleed Size:** 8.5" x 11.375" (.25" bleed on all sides)

**Binding:** Saddle-Stitch (machine struck stapling)

**Printing Process:** Professional Offset (not Digital Enhance)

## MATERIAL REQUIREMENTS

Advertisers must provide digital ads as a PDF X-1A, PNG or TIFF file. PDF X-1A is the only acceptable PDF file type. If the PDF does not meet X-1A standards, your files may be rejected. All files must be a resolution minimum size of 300DPI at 100% size. NO OTHER AD FILE TYPES WILL BE ACCEPTED. Please include necessary bleed on full page ads. Advertisers must send/provide files electronically using the directions in the AD SUBMISSION section below.

## AD SUBMISSION

**Step 1:** Check your ad to confirm it follows the size, bleed and live area specifications given on this sheet.

**Step 2:** Check that all artwork is AT LEAST 300DPI CMYK. Colors MUST be converted to "process" CMYK.

**Step 3:** Export ad as a HIGH-RESOLUTION PDF x-1A, PNG or TIFF. Please put advertiser's name and ad size in file name. For ex. *Ramadan\_3.5"x4.875".PDF*

**Step 4:** Email ad to: [MerchantsOfSouthShore@gmail.com](mailto:MerchantsOfSouthShore@gmail.com)

### Questions?

Contact Carolyn at:  
325.725.4374 // [MerchantsOfSouthshore@gmail.com](mailto:MerchantsOfSouthshore@gmail.com) //