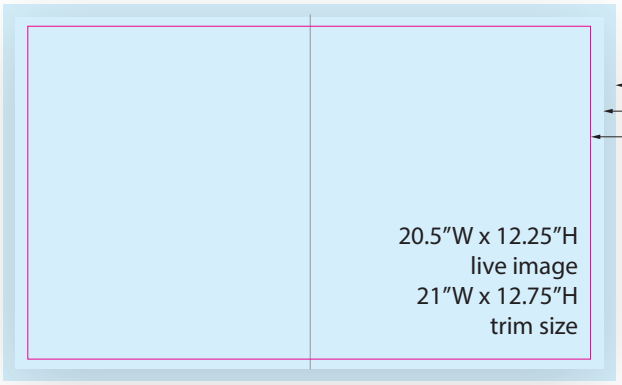
The Shelby Report

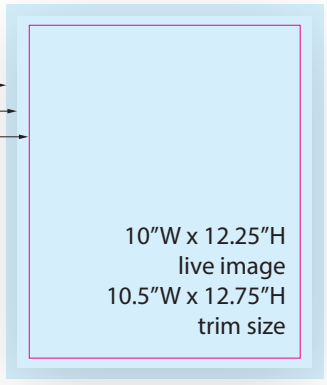
Ad Requirements



Full Page Spread

Bleed Size

21.5"W x 13.25"H



Full Page

Bleed Size

11"W x 13.25"H

Half Page

10"W x 6"H

Third Page

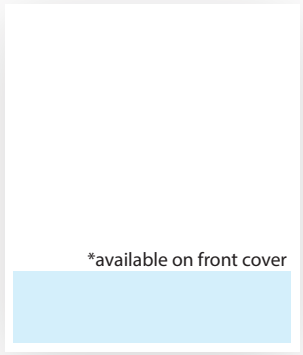
5.9"W x 7.5"H

Quarter Page

4.875"W x 6"H

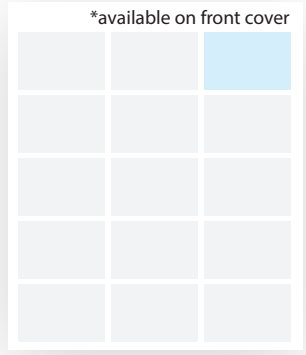
Vertical Banner

4.875"W x 12.25"H



Small Banner

10"W x 2.317"H



Sponsor Box

3.22"W x 2"H

COMPLETED ADS & ARTWORK

- We only accept HIGH RESOLUTION PDF files; 300dpi or higher
- Black/Gray must be created using Black (K); not Four Color (CMYK)
- Allow for bleed on Full Page Spread and Full Page ads
- Maximum Ink Density is 300
- Ads/Art with heavy ink coverage often cause ink transfers or smudges
- We recommend you DO NOT use small reverse type for better legibility

SHELBY IN-HOUSE DESIGN SERVICES

- DIGITAL FILES ONLY
- All photos and/or logos must be submitted at 300dpi or higher
- Please send INDIVIDUAL, NATIVE ART FILES ONLY
- Acceptable file formats include: EPS, AI, PSD, TIF, PDF, JPEG
- Unacceptable file formats include: Word, Powerpoint, QuarkXpress, Corel and files designed for use online/low resolution

To submit your ad email files to: production@shelbypublishing.com

NOTE: If your file size exceeds 25MB please contact production for upload instructions.