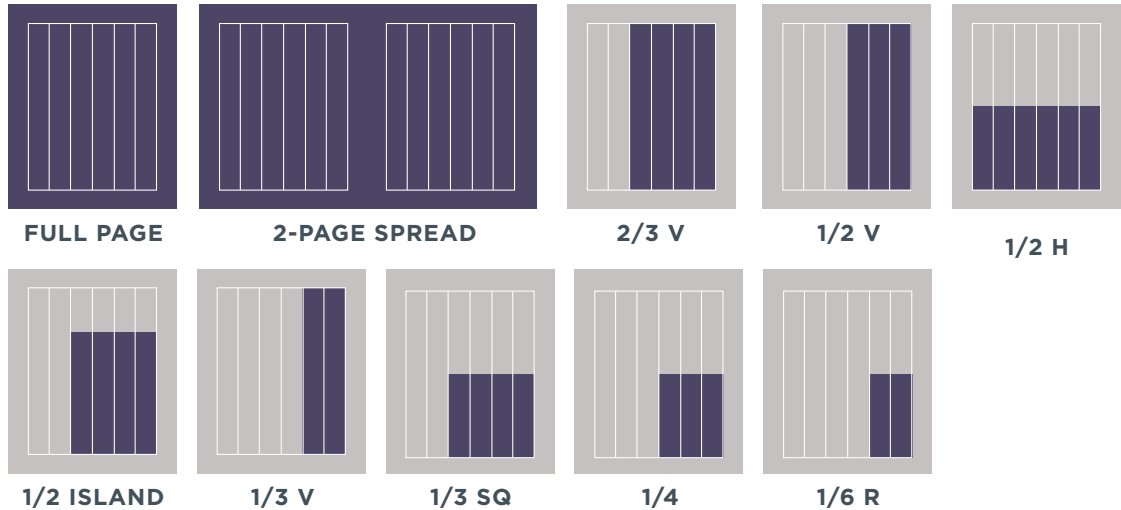


Ad Placement & Specs

Print



Ad Specifications

Send ad materials or camera-ready ads to:

- **CHAPEL HILL** advertising@chapelhillmagazine.com
- **DURHAM** advertising@durhammag.com
- **CHATHAM** advertising@chathammagazinenc.com

AD SIZE	WIDTH X HEIGHT
2-Page Spread*	18" x 10.875"
Full Page*	9" x 10.875"
2/3 Vertical	4.9444" x 9.375"
1/2 Vertical	3.6667" x 9.375"
1/2 Horizontal	7.5" x 4.5475"
1/2 Island	4.9444" x 7"
1/3 Vertical	2.3889" x 9.375"
1/3 Square	4.9444" x 4.5475"
1/4 Page	3.6667" x 4.5475"
1/6 Restaurant	2.3889" x 4.5475"
<hr/>	
Full Page (co-op)	7.5" x 9.25"
1/4 Real Estate (co-op)	3.6125" x 4.5396"
1/2 Horizontal (co-op)	7.5" x 4.5396"
1/2 Vertical (co-op)	3.6125" x 9.2334"

Camera-Ready Ads

- We support Adobe Acrobat PDF X-1A
- All images must be in CMYK, 300 dpi. Please convert Pantone
- Four-color solids should not exceed SWOP density of 280%
- Embed all fonts and flatten all transparencies
- Rules should be .25 point or thicker
- Do not nest EPS files in other EPS files

*Please include .125" bleed on all sides with .75" safety margins

Ads Designed In-House

Ads designed by Shannon Media, Inc. may not be used in other advertising venues unless special permission is obtained.

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There will be an extra charge if stock art is used in the creation of your ad.



We'd love to hear from you. Call us at 919.933.1551 or email us!

advertising@chapelhillmagazine.com advertising@durhammag.com advertising@chathammagazinenc.com