

WHAT IS A BLEED?

The **bleed** is the part on the edge of the page that gives the printer a small amount of space to account for movement of the paper. Artwork and background colors can extend into the bleed area, but essential text/copy should not be. **Shannon Media Inc publications require a .125-inch bleed on all sides of full-page ads and 2 page spreads.**

DOES MY ½ PAGE AD NEED A BLEED?

No; 1/2, 1/4, and 1/3 ads are within the trim size of the publication; therefore, we do not require a bleed for these ad sizes.

WHAT ARE SAFETY MARGINS?

Safety margins refer to the space between the ad designs critical elements and the edge of the page. **Shannon Media Inc requires between a .5-inch or .75-inch safety margin, which includes text as well. Photos and graphics can bleed.**

WHAT IS PREFLIGHT?

Preflight is the quality check to ensure that all images, logos, and colors meet our printing standards.

CAN I HAVE A FEW EXTRA DAYS TO SUBMIT MY AD?

The deadlines that we schedule for each publication provide us ample time to design, proof out, and preflight ads before going to press. It is essential to submit your print-ready ads or ad materials by the issue deadline to keep the publication on schedule.

If you need an additional day or two to provide print-ready ads, please let us know as soon as possible.

WHERE DO I SEND MY AD OR AD MATERIALS?

Each market has a specific email address. These emails come directly to the art department. Do not send your ads or ad materials to your sales rep.

Send your email to:

- Chapel Hill Magazine — advertising@chapelhillmagazine.com
- Chatham Magazine — advertising@chapelhillmagazine.com
- Durham Magazine — advertising@durhammag.com
- Heart of NC Weddings — HONCW@Shannonmediainc.com
- Eblasts/Sponsored Content/Website Banners — digital@shannonmediainc.com
- Programmatic Ads — digitalmedia@shannonmediainc.com

HOW LONG WILL IT TAKE TO DESIGN MY AD? WHEN CAN I EXPECT TO SEE THE AD PROOF?

We typically will have your ad proof to you within 3 to 5 business days. However, if we are on deadline with one of our other publications, please allow for a few additional days.

WHAT MATERIALS DO I NEED TO SEND FOR AD DESIGN?

- Hi-resolution photos in vertical and horizontal format.
- Hi-res logos.
- Copy that is needed for the ad. Things to consider: address, phone number, services you offer or specialize in, website URL, email, social handles.

SHOULD I SEND YOU MY BRAND CARD OR BRANDING STYLE GUIDE?

If you have one, absolutely send that to us! It's great for us to know if you have specific parameters to stay in line with your brand identity.

WHAT IS DPI?

DPI is a measurement of resolution. Ads that are for print must have a 300 DPI. Digital ads, eblasts, sponsored content, etc. need at least a 72 DPI but can be greater.

WHAT ARE THE PREFERRED FILE TYPES FOR PRINT?

Logos: High-res logos with 300 dpi; PDF, EPS, JPEG, or PNG with transparent backgrounds. Please send all of your logo iterations if you have them in different colors, etc.

Photos: High-res photos with 300 dpi; vertical and horizontal-oriented photo options are much appreciated. It's always better for our designers to have more options!

WHAT ARE THE PREFERRED FILE TYPES FOR DIGITAL ADS, SPONSORED CONTENT, E-BLASTS, ETC.?

Logos: High-res or Low-res with at least 72 dpi.

Images: Greater than or equal to 72dpi required; see specific details about image requirements for different digital sponsored content ads below

Image Requirements for Digital Content Categories:

- **Sponsored Eblast:** 1000px Wide x 600-1200px H JPG graphic, URL, subject line & preheader text
- **Sponsored Content Image for E-Newsletters:** 250px x 250px image at greater than or equal to 72dpi
- **E-Newsletter Sponsor Package:**
 - **Banner Ad:** 1000px Wide x 288px H JPG or GIF graphic with a preferred URL attached to it of your choice in greater than or equal to 72DPI
 - **Sponsor Logo:** 150px W x 75px H JPG or PNG in greater than or equal to 72DPI
- **E-Calendar Sponsor Banner:** 300px W x 600px H JPG or GIF in greater than or equal to 72DPI
- **Banner Ad:** 1000px Wide x 288px H JPG or GIF graphic in greater than or equal to 72DPI
- **Programmatic Ads:** Email digitalmedia@shannonmediainc.com for programmatic specs.
- **HONCW Blog Display Ad:**
 - **Standard Height Blog Ad:** 330px W x 225px H JPG graphic in greater than or equal to 72DPI
 - **Sponsor Logo:** 330px W x 450px H JPG graphic in greater than or equal to 72DPI