

Creative Requirements

To be provided by CVB:

- **Co-Op Header:** 40 characters, including spaces
- **CVB Name**
- **CVB Logo (if desired):** EPS or JPG at 300 dpi
- **Phone Number (if desired)**
- **Website (if desired)**

To be provided by individual advertisers:

HALF-PAGE

- **One Photo (JPG):** 4.75" (w) x 4.125" (h)
- **Text Header:** 48 characters, including spaces
- **Description:** 800 characters, including spaces
- **Partner Advertiser Name**
- **Phone Number**
- **Website**

1/4 PAGE

- **One Photo (JPG):** 3.375" (w) x 2.125" (h)
- **Text Header:** 32 characters, including spaces
- **Description:** 470 characters, including spaces
- **Partner Advertiser Name**
- **Phone Number**
- **Website**

1/8 PAGE

- **One Photo (JPG):** 1.625" (w) x 2" (h)
- **Text Header:** 26 characters, including spaces
- **Description:** 200 characters, including spaces
- **Partner Advertiser Name**
- **Phone Number**
- **Website**

Technical Guidelines

- All graphics must be JPG, 300 dpi and CMYK

Fees and Production Services

- **There will be a \$100 fee for ad materials that are not received by deadline.**
- Charges will be assessed for electronic file intervention including production changes and altering supplied advertiser materials.
- **Ad design production is available.** Contact your Advertising and Data Manager for rates and samples of work.

Submitting Materials

Email materials to:
Jairo.Flores@MilesPartnership.com

Visual

The visual layout shows a page with a 'SPONSORED CONTENT' header. At the top, a large banner area is labeled 'CO-OP HEADER GOES HERE'. Below this, there are several 'ADVERTISER HEADER' boxes of different sizes, each containing placeholder text and a small image. At the bottom of the page, there are 'CVB LOGO' and 'CVB NAME HERE' boxes. The page is numbered 50 on the left and 51 on the right.

Creative Requirements

To be provided by CVB for 1” banner:

- Please see spec sheet on the following page

To be provided by individual advertisers:

HALF-PAGE

- **One Photo (JPG):** 4.75” (w) x 4.125” (h)
- **Text Header:** 48 characters, including spaces
- **Description:** 800 characters, including spaces
- **Partner Advertiser Name**
- **Phone Number**
- **Website**

1/4 PAGE

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1/8 PAGE

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Visual



*Specs for the 1 inch banner can be found on the following page

1 inch Banner (Single Page)

CREATIVE MATERIALS

- **Logo** (EPS or JPG at 300 DPI) or **Co-Op Title**
- **Background color CMYK values**
- **Include one or more of the following:**
 - Address
 - Phone Number
 - Website
 - Tagline
 - Hashtag

MECHANICAL REQUIREMENTS

- **Trim Size:** 8" x 1"
- **With Bleed:** 8.25" x 1.125" (add .125" bleed to top, left and right sides only)
- **Live Area:** 7.5" x .75" (.25" from trim on top, left and right sides only)

1 inch Banner (2-Page Spread)

CREATIVE MATERIALS

- **Logo** (EPS or JPG at 300 DPI) or **Co-Op Title**
- **Background color CMYK values**
- **Include one or more of the following:**
 - Address
 - Phone Number
 - Website
 - Tagline
 - Hashtag
- **Short Description:** up to 425 characters, including spaces

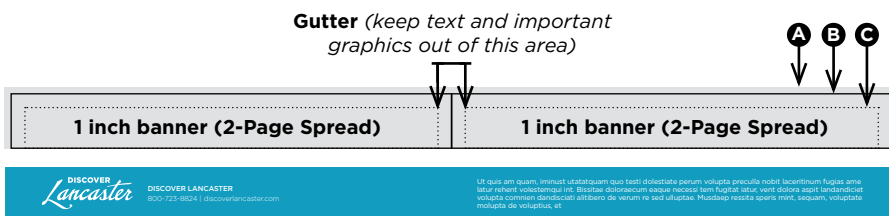
MECHANICAL REQUIREMENTS

- **Trim Size:** 16" x 1"
- **With Bleed:** 16.25" x 1.25" (add .125" bleed to top, left and right sides only)
- **Live Area:** 7.5" x .75" (each page, .25" from trim on top, left and right sides only)

Visuals

KEY

- A** Bleed
- B** Trim
- C** Live Area



Creative Best Practices

The 1 inch banner appears above the ads in your Co-Op. A simplistic and informative design for the banner is recommended to keep the focus on your advertisers and to provide information about your Co-Op/region as a whole.

If you wish to follow the recommended template (see the example in Visuals, left), please provide the creative materials. If you wish to create your own banner artwork, follow the mechanical requirements, accepted file formats and technical guidelines.

Accepted File Formats

- Adobe Acrobat: PDF/x-1a
- Adobe Illustrator: EPS

Technical Guidelines

- **Please do not include crop marks, color bars or extra space.**
- Document size must be the same as banner size and must have bleed.
- Save all art as high resolution (300 DPI) and four-color process CMYK.
- Outline ALL fonts or package the fonts along with your artwork.
- Apply rich black (C: 40 M:20 Y:20 K:100) to large areas of black.

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