



# The Local Best Ad Standards

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**The Account Manager communicating with you regarding your ads to submit will also provide the deadline to submit your ads.**

**Please make note of this deadline! You will be sent email reminders as the deadline approaches, and due to printing schedules, we cannot guarantee an extension past the initial due date.**

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## **PRINT AD/COUPON SIZES:**

**Two-Page:** 16.25" wide x 9.635" high

**Full-Page:** 7.75" wide x 9.635" high

**Half-Page:** 7.75" wide x 4.443" high

**Quarter-Page:** 3.6875" wide x 4.443" high

**Eighth-Page:** 3.6875" wide x 2.1" high

**Index/Back Cover Ad:** 1.75" wide x 1.5" high

**Coupon:**

**1/8-page:** 3.56" wide x 2.22" high

**1/4-page:** 3.56" wide x 4.56" high

**FEATURED PRINT WITH WRITE UP AND PHOTO BLEEDS** (availability varies by market)

**Two-Page Print Featured Ad:** 16.75" wide x 10.34" high with photo bleeds

**Full-Page Print Featured Ad:** 8.375" wide x 10.34" high with photo bleeds

## **ONLINE ADS/ONLINE WINNER PAGES:**

**Targeted/Featured Web Ad:** 300px wide by 250px, saved as a .jpg, or a 4.16" wide by 3.47" PDF. File size must be under 1 MB.

We recommend keeping your online ad simple and using visual or verbal cues to direct traffic to your winner page, website or other online presence. Examples: Click Here For More Information, Visit Our Winner Page (or Website), Check Out Our Deals (ad will link to whatever web page you specify). The targeted and featured ad can be the same ad. If you have a different featured ad, it will only appear on the website during the featured month(s).

**Winner Page:** This page will display your logo, location and contact information, links to your website, Facebook page, Instagram account and other online sites, an image gallery, business overview and deals. The Design Team will pull information from your website and socials to initially set up the page, and you can then communicate edits to the Account Manager to refine the page to your liking.

## **ADDITIONAL INFORMATION:**

**PDF FORMAT:** Advertisers are encouraged to submit a press-optimized PDF file in CMYK with fonts embedded. Please note: PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.) Please send ads at the designated size, with appropriate nonprinting borders or bleeds.

**OTHER APPLICATIONS:** Ad layouts may be created using Adobe InDesign (preferred), Illustrator or Photoshop. If submitting application files, provide all necessary supporting graphics and fonts. Files from additional applications may be submitted, providing they are saved as high resolution .eps, .tif or .jpg files (preferably in CMYK).

**PROOFS:** A proof (hard copy or PDF format) must accompany digital files created in InDesign or other applications.

**COLOR MODE:** Convert colors to CMYK prior to submission. Ads received in RGB or spot color will be converted to CMYK, but color shifts may occur. All colors are printed using 4-color (CMYK) process printing.

**RESOLUTION:** 300 dpi, OR HIGHER, at actual placement size of ad (100%).

**FONTS:** Avoid applying bold or italic from within programs; use a bold or italic typeface instead. If ads are submitted with incorrect versions, we may substitute with closest matches, but type reflow may occur. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.

**LETTERING:** Type smaller than 8 point with fine serifs should be avoided.

**PHOTOS/LOGOS/GRAPHICS:** Files should be sent as .eps, .tif or .jpg files. Resolution should be 300 dpi or higher at actual placement size in ad (100%). High resolution .pdf files may also be acceptable.

**BORDERS ON ADS:** Ads with a light background may need to have a border since the directory page background is also light. Please consider this before submitting your ad for publication.

**COUPON INDICATOR:** If you have a coupon in the directory, you can refer to it in your ad. Here's an example: "Save \$5 with our coupon!" Coupon offers cannot be directly included in ads (i.e. with a dashed line around the offer encouraging people to cut it out - this will disrupt the ads on the back of the page).

**TLB GRAPHICS:** If you are a Local Best award winner, you have the option to use the Award Sign in your ad. You can find a digital version at [lovethework.localloveus.com/local-guides/award-kit/](http://lovethework.localloveus.com/local-guides/award-kit/). Please note that the award sign is different than The Local Best Logo, which should not be used in ads. This will be swapped for Award Sign if submitted ad includes the TLB logo.