

# 2025 NASHVILLE *Visitors Guide*

## PRINT AND DIGITAL MAGAZINE ENHANCEMENT SPECIFICATIONS



EXAMPLE OF PRINT AD



EXAMPLE OF DIGITAL MAGAZINE AD

### ADVERTISER SLIDESHOW

- Advertiser provides 3 to 5 images
- Finished size for each image: 600 pixels wide by 450 pixels high
- Acceptable image formats: JPG or PNG, at 300 dpi (no less than 72 dpi)
- Maximum file size: 200KB per slide
- Slideshow photos will rotate in frame

### PRINT AD SPECIFICATIONS

PRINT AD SIZE	BLEED	TRIM	LIVE AREA
Two-Page Spread	12.25"w x 10"h	12"w x 9.75"h	11.5"w x 9.25"h
Back Cover	6.25"w x 7.5"h	6"w x 7.375"h	5.5"w x 7.125"h
Full Page	6.25"w x 10"h	6"w x 9.75"h	5.5"w x 9.25"h
2/3 Page Vertical	[no bleed]	[no trim]	3.19"w x 8.5625"h
1/2 Page Horizontal	[no bleed]	[no trim]	4.875"w x 4.19"h
1/3 Page Square	[no bleed]	[no trim]	3.19"w x 4.19"h
1/3 Page Vertical	[no bleed]	[no trim]	1.5083"w x 8.5625"h
1/4 Page Horizontal	[no bleed]	[no trim]	4.875"w x 2"h
1/6 Page Vertical	[no bleed]	[no trim]	1.5083"w x 4.1937"h

### ADVERTISER INFO POP-UPS

Advertiser info pop-up boxes allow you to engage customers with inviting and interactive enhancements in your ad in the digital guide. The ad has an attractive target added, encouraging users to click and discover interesting information about your brand.

#### WHAT CAN BE INCLUDED IN AN ADVERTISING INFO POP-UP?

- Accolades
- Special services
- Amenities
- Annual events
- Fun facts and so much more!

#### POP-UP SIZE

- Large Pop-up: 600 pixels wide x 450 pixels high
- Small Pop-up: 720 pixels wide x 150 pixels high
- Acceptable image formats: JPG or PNG, at 300 dpi (no less than 72 dpi)
- Maximum file size: 200KB per image

### IMPORTANT DATES



**7/12/24** Space Reservation Deadline

**7/26/24** Display Ad Materials Due

**December 2024** Print and Digital Guides Publish

### ADVERTISER VIDEO

HAVE A GREAT MARKETING VIDEO? SHARE IT WITH DIGITAL GUIDE VIEWERS.

- Submit a Vimeo or YouTube URL, no files
- Suggested time length: :30 seconds
- Permissions must allow the public to view the video at this link (no login or password required)
- May not feature any third-party advertising before your video plays

# SUBMISSION INFORMATION

## REQUIREMENTS FOR SUBMITTED PRINT ADS

Provide a CMYK, high-resolution (300 dpi) PDF (PDF/X-1a).

## SEND YOUR FILES TO JCI

**EMAIL:** Email files to [ads@jnlcom.com](mailto:ads@jnlcom.com)

- Please include your business name, magazine name (NVG) and ad size in your email message.

**FTP:** <http://ftp.jnlcom.com/Login>

Username: ads / Password: client

- Upload files and complete the contact information form. Once files are uploaded, a message indicating a successful transfer will be posted. Detailed FTP instructions are available from your sales rep.

**Ad Resource Center:** Visit [jnlcom.com/nvg](http://jnlcom.com/nvg)

- Select Ad Specs and Sizes, then Nashville Visitors Guide.
- Upload your print and added value materials.
- Questions? Contact your sales representative or email [ads@jnlcom.com](mailto:ads@jnlcom.com).

## SUPPLIED FILES POLICY

**By signing this agreement, the representative, on behalf of their business, hereby acknowledges that the Nashville Convention & Visitors Corp has the right to refuse, amend and/or require changes to all submitted ad materials. All businesses are responsible for working with Journal Communications Inc. and the Nashville Convention & Visitors Corp to make requested changes by the given deadline.**

Journal Communications is not responsible for enhancing advertisers' digital files or resizing to match the ad space purchased.

For aesthetic purposes, any ads submitted without a defined border [on a white background] will have a .25" rule added by the publisher to define the perimeter. A proof of the ad with the modification will be sent for reference.

If any additional work is necessary or if files deviate from the size or specifications on this form, the files will be rejected and must be resubmitted.

Please proof your ad carefully before submission. Resubmitted files will be subject to a \$50 processing fee.

Any extra charges incurred by Journal Communications due to problems with supplied files will be billed to the advertiser with a detailed explanation of the problem.

**Return Policy:** We hold supplied disks until publication. If you would like your disk returned, please submit a self-addressed stamped envelope. Please allow 6-8 weeks after publication for a returned disk.

## PROOFING POLICY

We do not provide a proof for ads submitted digitally. It is understood that the files are set up as the advertiser intended, were approved prior to submission and will output as supplied.

Please supply a color proof for content reference (SWOP preferred).

**Please note:** The quality of materials is the responsibility of the supplier.

## CONNECT WITH US

The Nashville Visitors Guide is published by Journal Communications Inc., a custom media company in Franklin, Tennessee. With Alex Haley as one of our founders, we have strong "Roots" in Tennessee and a deep, working knowledge of the state's tourism industry.

Meet our experienced executive integrated media manager, who can craft a custom program for your brand to maximize your reach to potential visitors.



**WILL ZANETIS**  
(615) 771-5574  
[wzanetis@jnlcom.com](mailto:wzanetis@jnlcom.com)

6550 Carothers Pkwy., Ste. 420, Franklin, TN 37067  
Phone: (615) 850-0300 | Fax: (615) 296-0461