

2023 NASHVILLE VISITORS GUIDE

PRINT AND DIGITAL MAGAZINE ENHANCEMENT SPECIFICATIONS



EXAMPLE OF PRINT AD



EXAMPLE OF DIGITAL AD

ADVERTISER SLIDE SHOW

- Advertiser provides 3 to 5 images
- Finished size for each image: 800 pixels wide by 600 pixels high
- Graphic in JPG, PNG or PDF format at 300 dpi
- Maximum file size: 300KB
- Slide show photos will rotate in frame

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

POP-UP SIZE

- Finished size: 600 pixels wide x 450 pixels high
- Word count: 50 words max
- One graphic: JPG PNG, PDF or .TIFF file, at 300 d.p.i
size limit = 300KB

ADVERTISER VIDEO

Have a great marketing video?

Share it with digital guide viewers.

- Submit a Vimeo or YouTube URL
- 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

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 Horizontal	[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
1/6 Page Vertical	[no bleed]	[no trim]	1.5083"w x 4.1937"h

IMPORTANT DATES



8/19/22 Space Reservation Deadline

9/09/22 Display Ad Materials Due

December 22 Print and Digital Guides Publish

SUBMISSION INFORMATION

REQUIREMENTS FOR SUBMITTED PRINT ADS

Provide a CMYK, high-resolution (300 d.p.i.) PDF (PDF/X-1a).

SEND YOUR FILES TO JCI

EMAIL: Email files to ads@jnlcom.com

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

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

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

• 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.

SUPPLIED FILES POLICY

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.

DIGITAL MAGAZINE SPECIFICATIONS

ADVERTISER INFO POP-UP

Available for all sizes in the digital guide. User will click pop-up button to view additional information.

Information for the pop-up will be submitted by advertiser.

Pop-Up info: Finished size 600 pixels wide x 450 pixels high

- Graphic in .jpg or .tiff format at 300 d.p.i (will be sized by publisher), maximum file size 50K.
- Body text maximum word count of 95 (including spaces and punctuation).

SLIDE SHOW POP-UP

Digital Magazine Slideshow Pop-Up:

- Advertiser provides three to five images.
- Finished size for each image: 600 x 450 pixels.
- Graphic in .jpg or .png format at 72 dpi.
- Maximum file size 50k per image.

VIDEO SPECIFICATIONS

Digital Magazine Video:

- A video play button will be added to the existing print ad.
- We will only accept a YouTube or Vimeo link, no files.

CONNECT WITH US

The Nashville Visitors Guide is published by Journal Communications Inc., a custom media company in Franklin, Tenn. 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.



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Submission information and resources:
jnlcom.com/nvg



ZOOM MEETINGS ARE AVAILABLE