CO-OP AD SUBMISSION GUIDELINES

PRINT AD SPECIFICATIONS

PRINT AD SIZE	LIVE AREA
Full Page	6.75”w x 8.6875”h
2/3 Page Vertical	4.4375”w x 8.6875”h
1/2 Page Horizontal	6.75”w x 4.25”h
1/3 Page Horizontal	4.4375”w x 4.25”h
1/3 Page Vertical	2.125”w x 8.6875”h
1/6 Page (Vertical)	2.125”w x 4.25”h
1/12 Page (Square)	2.125”w x 2”h

PRINT AD REQUIREMENTS

CMYK, high-resolution (300 dpi) PDF

CO-OP BANNER ASSETS

CO-OP ORGANIZER TO SUPPLY:

- Vector logo (.ai or .eps)
- Phone number and website
- Social channel information (if applicable):
  Page name for Facebook and Pinterest,
  account handle @ or hashtag # for Instagram and Twitter

SEND YOUR FILES TO JOURNAL COMMUNICATIONS

AD RESOURCE CENTER:
jnlcom.com/tvg

- Upload your print and added value materials.

Questions? Contact your sales representative or email **ads@jnlcom.com**.

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.

EMAIL:
Email files to **ads@jnlcom.com**

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

SUPPLIED FILES POLICY

For submitted files, our free services include checking advertiser- and/or agency-submitted files to ensure they meet our specifications for guide printing. Journal Communications is not responsible for enhancing your digital files or proofreading for spelling and grammatical errors.

If files deviate from the size or specifications on the submission guidelines form, the files must be resubmitted. Please proof your ad carefully before submission. Resubmitted files will be subject to a $50 processing fee.

We do not provide a proof for ads we did not produce. It is understood that the files are set up as the advertiser intended and were approved prior to submission.

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.

DIGITAL GUIDE ENHANCEMENTS

ADVERTISER INFO POP-UPS

- Finished size: 600 x 450 pixels
- Graphic in .jpg or .png format at 72 dpi
- Maximum file size 50K
- Body text maximum of 525 characters (including spaces and punctuation)

VIDEO:

Submit a Vimeo or YouTube URL

- Suggested 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 the advertiser’s video plays

SLIDESHOW

- Advertiser provides up 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

IMPORTANT DATES

- **8/30/19** Ad Reservation Deadline
- **9/13/19** Featured Attractions, Visitor Services and Accommodations Content Due
- **January 2020** Print and Digital Guides Publish