

Ad Sizes	NANTUCKET GUIDE OUR WAY OF LIVING	Island WEDDINGS	CUISINE NANTUCKET'S GOURMET MAGAZINE	ONLY NANTUCKET home · garden · life	Nantucket Phone Book	NOW NANTUCKET SUMMER POCKET GUIDE
Magazines Trim Size:	8 1/2" W x 10 7/8" H	8 1/2" W x 10 7/8" H	8 1/2" W x 10 7/8" H	9" W x 12" H	6" W x 9" H	4" W x 6" H
Full Page and Menu	7" W x 9 3/4" H	7" W x 9 3/4" H	7" W x 9 3/4" H*	8 3/4" W x 11 3/4" H	5" W x 8" H	3 7/8" W x 5 7/8" H
Take Out Menu			5" W x 8" H			
Full Page Bleed	8 3/4" W x 11 1/8" H	8 3/4" W x 11 1/8" H	8 3/4" W x 11 1/8" H	9 1/4" W x 12 1/4" H	6 1/4" W x 9 1/4" H	4 1/4" W x 6 1/4" H
Full Pg. Bleed (Fold-out Map)	8 1/2" W x 11 1/8" H					
2/3 Page Vertical				5 7/16" W x 9 3/4" H		<div style="border: 1px solid black; padding: 5px;"> PANEL AD: Full page - 3 3/4" w x 5 7/8" h Full page Bleed - 4" w x 6 1/4" h </div>
1/2 Page Horizontal	7" W x 4 3/4" H	7" W x 4 3/4" H	7" W x 4 3/4" H	8 1/4" W x 5 1/2" H	5" W x 3 7/8" H	
1/2 Page Horizontal Bleed	8 3/4" W x 5 9/16" H	8 3/4" W x 5 9/16" H		9 1/4" W x 5 3/4" H		
1/2 Page Vertical				4 1/2" W x 7 1/4" H	2 7/16" W x 8" H	
1/4 Page Vertical	3 1/4" W x 4 3/4" H	3 1/4" W x 4 3/4" H	3 1/4" W x 4 3/4" H	4" W x 5 1/2" H	2 7/16" W x 3 7/8" H	
1/4 Page Horizontal			1/4 Page Vertical Long →	2 5/8" W x 8 1/8" H	5" W x 1 7/8" H	
1/6 Page Horizontal				5 7/16" W x 2 3/4" H		
1/6 Page Vertical				2 5/8" W x 5 1/2" H		
1/8 Page Square					2 7/16" W x 1 7/8" H	
1/12 Page Square		2 1/8" W x 2 1/4" H		2 5/8" W x 2 3/4" H		
Banner for white pages					5" W x 1" H	

**Website
ad specs:**
Nantucket
Online.com
SMALL BANNER
 265 x 60 pixels or
 3.68" x 0.83"

ROTATING BANNER
 265 x 200 pixels or
 3.68" x 2.78"

Island
 WeddingsOnline.com

CHAPTER BANNER
 258 x 258 pixels or
 3.58" x 3.58"

HOME PAGE BANNER
 290 x 180 pixels or
 4.03" x 2.5"

AD REQUIREMENTS:

 Phone Book, Nantucket Guide, Island Weddings,
 Only Nantucket, NOW Nantucket and Cuisine

ELECTRONIC FILE FORMAT :

- **EPS (only!)** at 300 dpi
- Phone Book: **PDF, EPS or TIF** at 200 dpi
- **TIF file** with NO LAYERS!
- **PDF file** with all fonts embedded!
- **Adobe Illustrator EPS file** needs to be created with all fonts outlined with imported images saved as Hi-RES)
- **FOR BLEED AD** keep all essential copy and art 1/4" from trim edge.

COLOR ADS:

- FILES MUST TO BE SAVED IN **CMYK**
- **COLOR PROOFS MUST** be submitted with the ad:
Matchprint, Kodak or 3M Digital

BLACK & WHITE ADS:

- FILES MUST TO BE SAVED IN **GRAY SCALE**
- **LASER PROOFS MUST** be submitted.

WEBSITE ADS:

- Files must to be save as JPEG, RGB at 72 dpi resolution.

IMPORTANT NOTES:

Ads supplied via FTP, must be followed by a hard copy proof.

Ads can be mailed, emailed or posted on our FTP site.

FTP site address: call us for information

Email to: gustavo@nantucketonline.com

Mail to: P.O. Box 1018 • Nantucket, MA 02554

Ship to: 27 Mill Street • Nantucket, MA 02554

 If you have any questions, contact our Graphic Designer at **508.228.3866**
PRODUCTION CHARGES:

If work is done to correct submitted files, there will be a charge.

Ads submitted after deadline date, \$100. fee.

Ads submitted when files are at press, \$200. fee.

Other fees apply according to work done.