



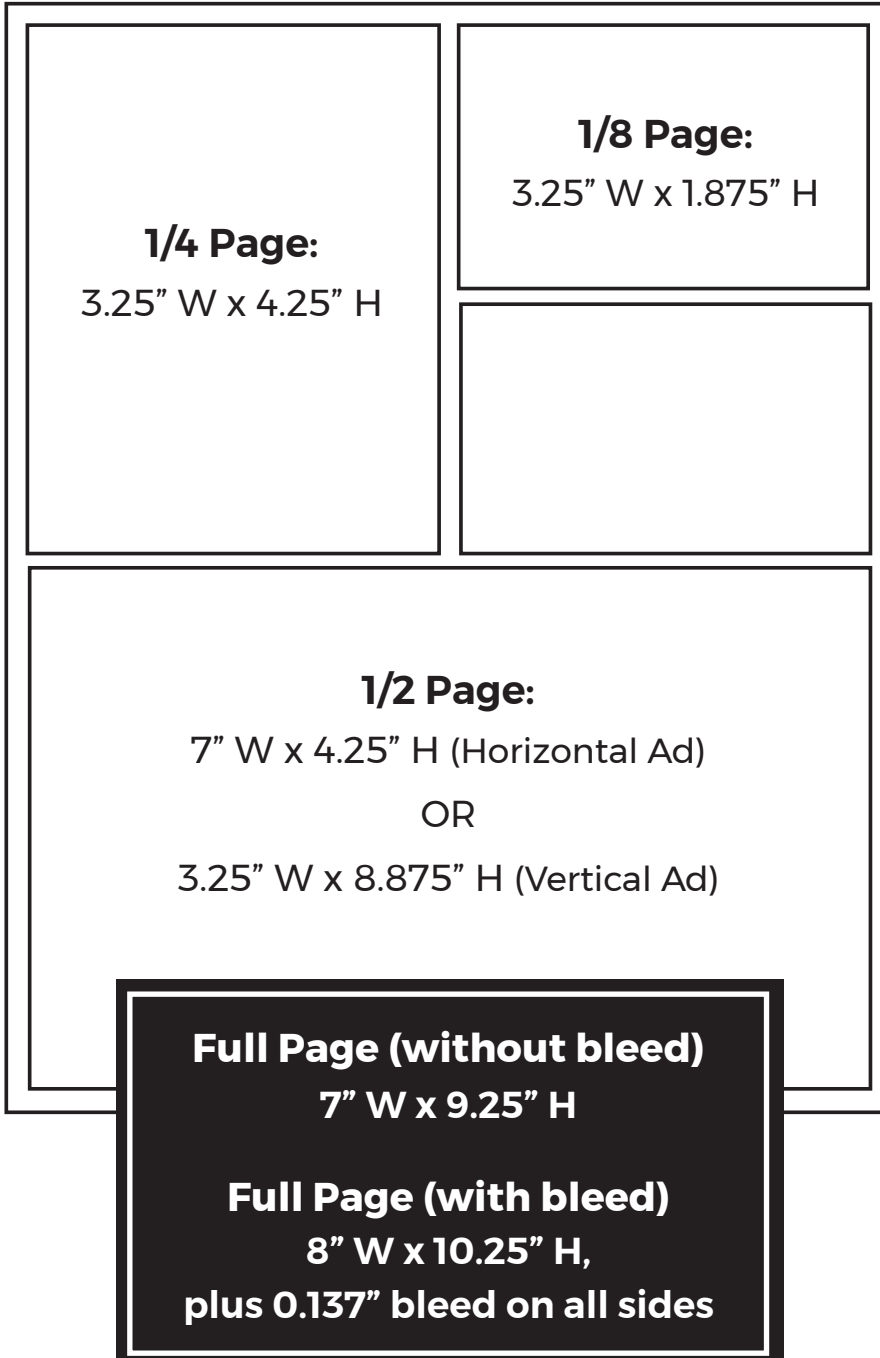
# Fall/Winter 2018 Advertising Specifications

Questions? Contact us at 756-8993 or [golocal@golocalflathead.org](mailto:golocal@golocalflathead.org)

The Go Local Flathead Guide is a magazine printed twice a year promoting the unique and diverse locally owned businesses that help make this valley the "Last Best Place." Advertise in Go Local Flathead to reach the growing market of savvy consumers who are pledging to Shop, Eat, Play and Stay Local!

## Ad Sizes: Full color ads on gloss paper

## Technical specifications:



- For ads with black backgrounds, please use CMYK Black of 60% Cyan, 40% Magenta, 40% Yellow, and 100% Black.
- For black text, use 100% black. CMYK black (like Rich Black) is NOT acceptable for text.
- Colored text below 12 pts may be blurry. Please only use 100% black for text under 12 pts.
- Fonts should be no smaller than 10 pts and bold. Light and thin fonts don't print well. We do not recommend using a drop shadow on any text.
- For Full Page ads with a bleed, please include a .137" bleed on all sides of the 8"x10.25" ad. Make sure to include bleeds when exporting the document into a PDF.
- Please include any social media icons you would like the online edition to link to in your ad.

*See reverse side for upload details.*

**All ads due Monday, October 15<sup>th</sup>**



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**All completed ads are due Monday, October 15th.**

**Upload info:**

- Ads smaller than 10 MB should be e-mailed to [golocal@golocalflathead.org](mailto:golocal@golocalflathead.org)
- Ads 10 MB or larger should be uploaded to:  
<ftp.golocalflathead.org>                      User ID: guest14 Password: GLguest14  
or use a transfer utility like Dropbox.

*Please send an e-mail to [golocal@golocalflathead.org](mailto:golocal@golocalflathead.org) to let us know your ad has been uploaded.*

**Acceptable File Formats:**

Press quality PDF created with 300 dpi, CMYK images.  
Also acceptable: 300 dpi, CMYK tif or jpg formats.  
No Microsoft Word or Publisher files will be accepted.

If your ad is not the correct dimensions or specifications an additional charge of \$65 per hour will be added for us to make adjustments.

**Design Service:** Highline Design is offering their professional design services to Go Local advertisers at their non-profit rate of \$65 per hour. For those who do not have an ad created, Highline Design can design the ad for an additional fee of \$65 per hour. Please call or email Go Local to request this service. Often simple changes or edits take less than one hour and will be billed in 30 minute increments.

If you have any questions on the above specifications, please call or email:

**Linda Jaquette**  
**Executive Assistant**  
**406-756-8993**  
**[golocal@golocalflathead.org](mailto:golocal@golocalflathead.org)**