THE LOCAL BEST AD STANDARDS

PDF FORMAT: Advertisers are encouraged to submit a press-optimized PDF file in CMYK with fonts embedded. Please note: PDF files cannot be edited or altered (i.e. phone number, address, etc.)

OTHER APPLICATIONS: Ad layouts may be created using Adobe InDesign (preferred), Illustrator or Photoshop. If submitting application files, provide all necessary supporting graphics and fonts. Files from additional applications may be submitted, providing they are saved as high resolution .eps, .tif or .jpg files (preferably in CMYK).

PROOFS: A proof (either hardcopy or PDF format) must accompany digital files created in InDesign or other applications.

COLOR MODE: Convert colors to CMYK prior to submission. Ads received in RGB or spot color will be converted to CMYK, but color shifts may occur. All colors are printed using 4-color (CMYK) process printing.

RESOLUTION: 300 dpi, OR HIGHER, at actual placement size of ad (100%).

FONTS: Avoid applying bold or italic from within program; use a bold or italic typeface instead. If ads are submitted with incorrect versions, we may substitute with closest matches, but type reflow may occur. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.

LETTERING: Type smaller than 8 point with fine serifs should be avoided.

PHOTOS/LOGOS: Files should be sent as .eps, .tif or .jpg files. Resolution should be 300 dpi or higher at actual placement size in ad (100%). High resolution .pdf files may also be acceptable.

COUPON INDICATOR: If you have a coupon in the directory, you can refer to it in your ad. Here's an example: "Save $5 with our coupon!" Or you can download one of our coupon icons to use in your ad. Links to download the PNG files can be found at **thelocalbest.com/graphics/ad-files**

AWARD LOGOS: If you are a Local Best award winner, you have the option to use our award signs in your ad. You can download the digital files at **thelocalbest.com/graphics/award-kit**

PRINT AD/COUPON SIZES:

Two page (w/ full bleed): 16.25" wide x 9.635" high
Full page: 7.75" wide by 9.635" high
Half page horizontal: 7.75" wide x 4.443" high
Quarter page: 3.6875" wide x 4.443" high
Eighth page: 3.6875" wide x 2.1" high
Coupon: 1/8 coupon is 3.56" x 2.22" **1/4 coupon** is 3.56" x 4.56"
Index/back cover: 1.75" wide by 1.5" high

THE DEADLINE FOR ALL PRINT ADS AND COUPONS IS TWO WEEKS FROM YOUR ORDER DATE OR AS AGREED UPON WITH YOUR SALES AGENT.

ONLINE ADS/ONLINE WINNER PAGES

TARGETED/FEATURED WEB AD: 300px wide by 250px, saved as a .jpg, or a 4.16" wide by 3.47" PDF.

We recommend keeping it simple and using visual or verbal cues to direct traffic to your winner page, website or other online presence. Examples: Click Here For More Information, Visit Our Winner Page (or Website), Check Out Our Deals (ad will link to whatever page you specify). The targeted ad and featured ad can be the same ad. If you have a different featured ad, it will only appear on the website during the featured month(s).

WINNER PAGE: This page will display your logo, location and contact information, links to your website, Facebook page, Twitter account and other online sites, an image gallery, business overview and any deals you have posted on our website. Your designer can set up the page with information and images you supply or copy them from online sources.

You (or someone you designate) also have the option to set up your winner page or edit it. Create an account on TheLocalBest.com and send the name and email address associated with the account to your designer, who will give that person access to the brand manager and instructions on how to use it.

ONLINE ADS, PHOTOS AND INFORMATION WILL BE POSTED IN THE ORDER RECEIVED.