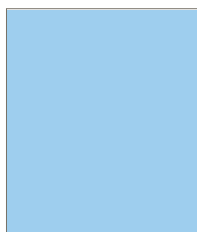


2016

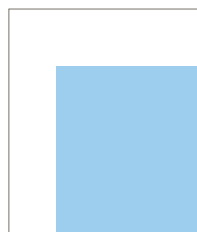
DISPLAY ADVERTISING



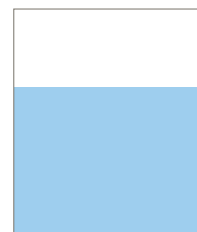
FULL PAGE NO BLEED
9.75" X 11.5"



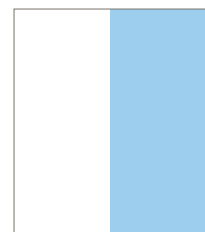
3/4 PAGE
7.25" X 11.5"



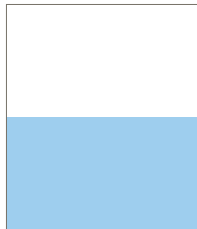
JUNIOR PAGE
7.25" X 8.5625"



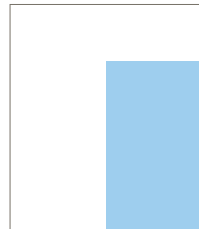
JUNIOR PAGE HORIZONTAL
9.75" X 7"



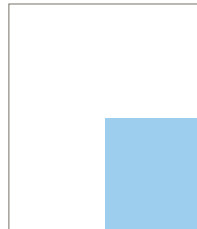
1/2 PAGE VERTICAL
4.75" X 11.5"



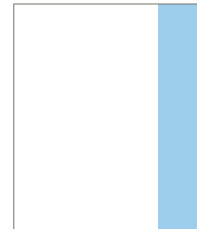
1/2 PAGE HORIZONTAL
9.75" X 5.625"



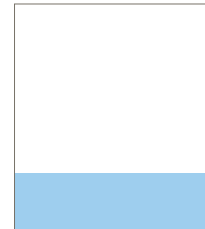
3/8 PAGE
4.75" X 8.5625"



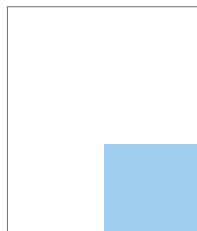
1/4 PAGE
4.75" X 5.625"



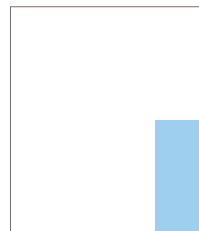
1/4 PAGE VERTICAL
2.25" X 11.5"



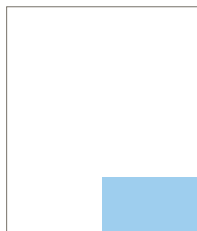
1/4 PAGE HORIZONTAL
9.75" X 2.6875"



1/6 PAGE
4.75" X 4.125"



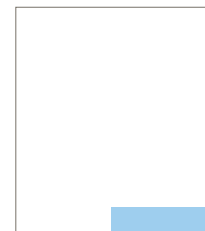
1/8 PAGE VERTICAL
2.25" X 5.625"



1/8 PAGE HORIZONTAL
4.75" X 2.6875"



1/16
2.25" X 2.6875"



1/16 HORIZONTAL
4.75" X 1.25"

AD SPECIFICATIONS

formats accepted pdf (with fonts embedded), tiff (flattened), jpg (highest compression for best quality)

formats not accepted microsoft word, publisher, powerpoint, any word processing program

color specifications cmyk or grayscale only, all non-image black needs to be 100% black only

resolution minimum resolution of 300 dpi for all advertisement elements

text no text smaller than 6pt

bleeds sizes are specific; no bleeds

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lesbian
gay
sexual
gender
queer

NEWS AND INFORMATION
FOR WASHINGTON D.C.
AND OUR NATION

blade

AMERICA'S LEADING GAY NEWS SOURCE

2016

DIGITAL SPECIFICATIONS

FORMATS ACCEPTED

jpg • gif • html • animated gif

SIZE SPECIFICATION

file size must not exceed 50kb • file/image resolution is 72dpi black&white or rgb color spectrums only

ANIMATED GIF CHARGE

a one-time \$50 charge will be assessed for all animated gif production

PRODUCTION TIME

5 business days are needed for processing and design

DESIGN PROOF LIMIT

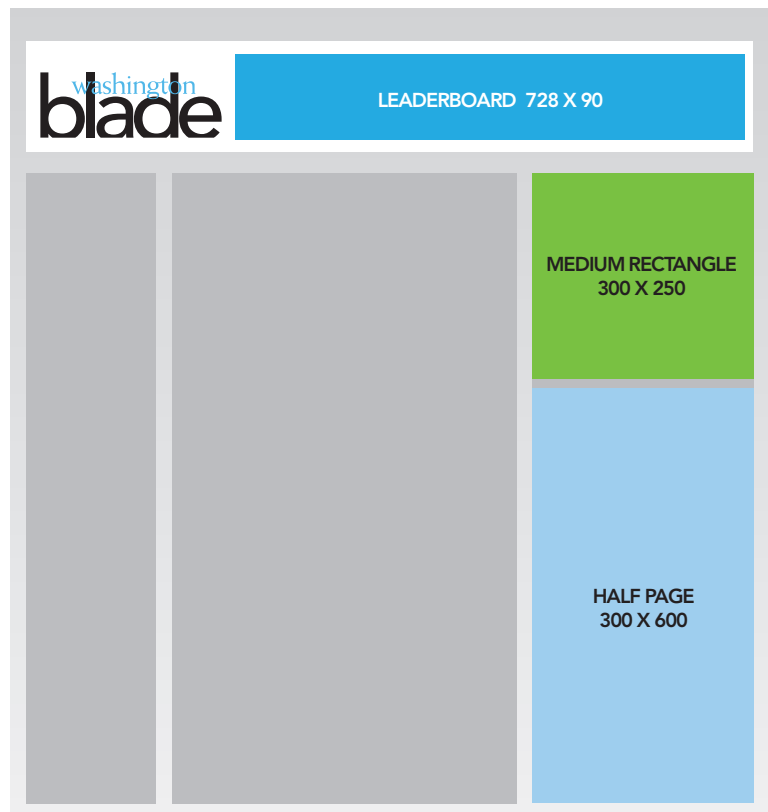
for all design and production there is a limit of 3 proofs before going live. a \$100 fee is assessed for each proof over the limit.

CAMERA READY ADVERTISEMENTS

all camera ready advertisements will be processed within 2 business days

ADVERTISING RATES

all listed digital advertising rates are net and subject to change



washington
bladeblast

camera ready e-blasts should be submitted as either an image (72 dpi jpg) or as html with linked images. the width of the e-blast must not exceed 728 pixels.

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CREATIVE DESIGN/PRODUCTION
AZER CREATIVE
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