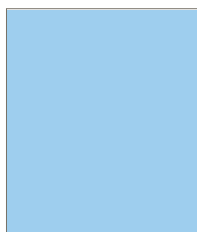


2016

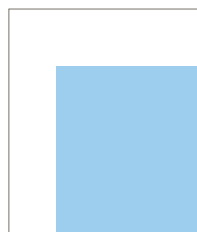
# DISPLAY ADVERTISING



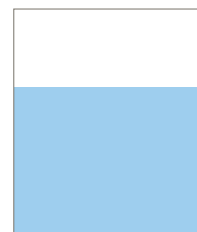
FULL PAGE NO BLEED  
9.75" X 11.5"



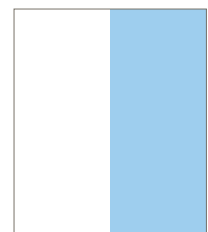
3/4 PAGE  
7.25" X 11.5"



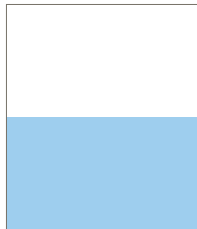
JUNIOR PAGE  
7.25" X 8.5625"



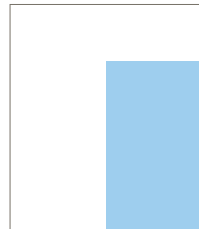
JUNIOR PAGE HORIZONTAL  
9.75" X 7"



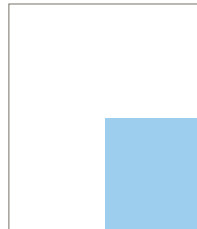
1/2 PAGE VERTICAL  
4.75" X 11.5"



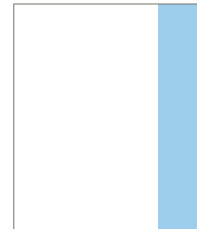
1/2 PAGE HORIZONTAL  
9.75" X 5.625"



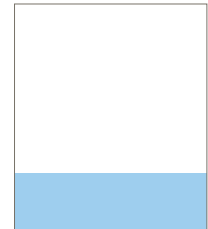
3/8 PAGE  
4.75" X 8.5625"



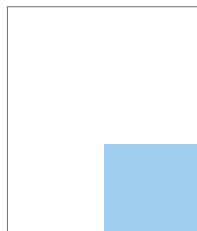
1/4 PAGE  
4.75" X 5.625"



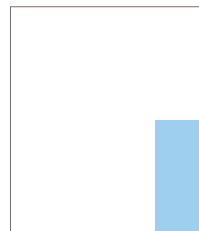
1/4 PAGE VERTICAL  
2.25" X 11.5"



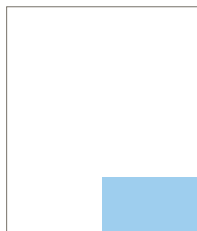
1/4 PAGE HORIZONTAL  
9.75" X 2.6875"



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

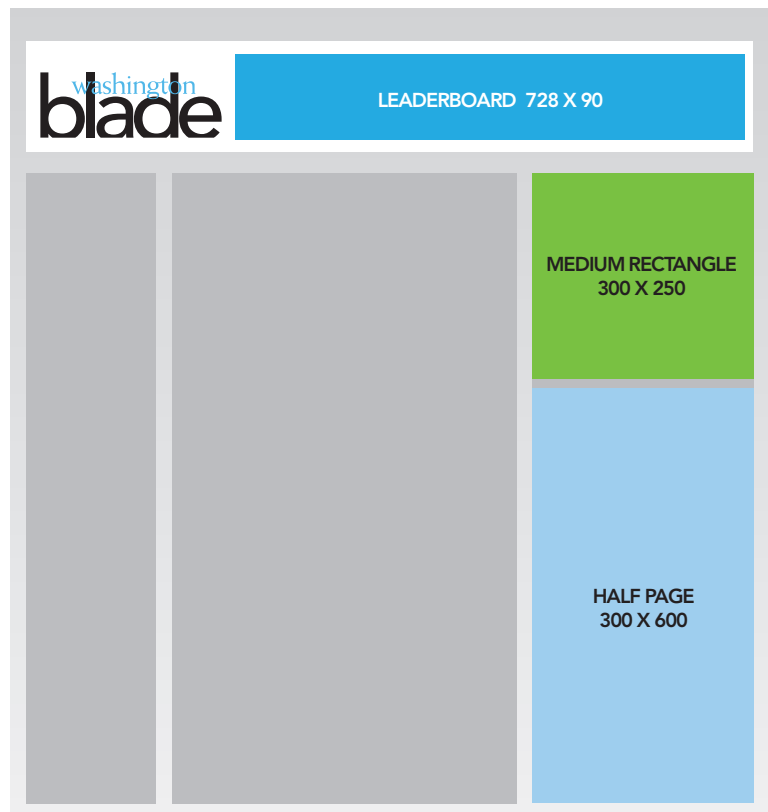
for all design and production there is a limit of 3 proofs before going live. a \$100 fee is assessed for each proof over the limit.

## 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.

Double your impact at  
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