

lesbian
gay
bisexual
queer

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

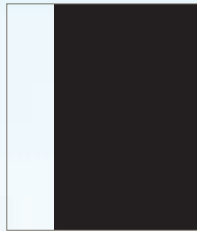
WASHINGTON
blade

CELEBRATING 50 YEARS AS AMERICA'S LGBTQ NEWS SOURCE

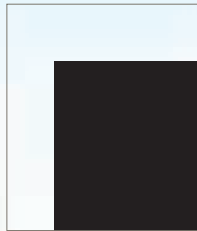
DISPLAY ADVERTISING



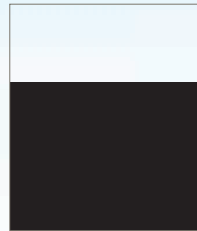
FULL PAGE NO BLEED
9.75" X 11.5"



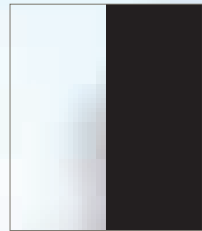
3/4 PAGE
7.25" X 11.5"



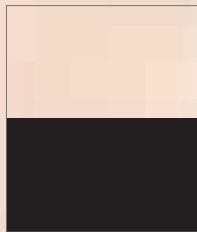
JUNIOR PAGE
7.25" X 8.5625"



JUNIOR PAGE HORIZONTAL
9.75" X 7"



1/2 PAGE VERTICAL
4.75" X 11.5"



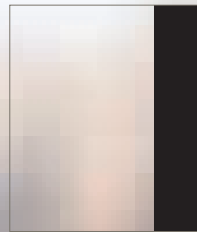
1/2 PAGE HORIZONTAL
9.75" X 5.625"



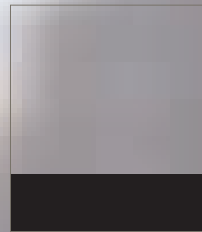
3/8 PAGE
4.75" X 8.5625"



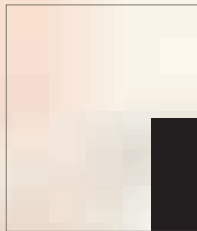
1/4 PAGE
4.75" X 5.625"



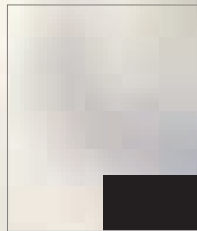
1/4 PAGE VERTICAL
2.25" X 11.5"



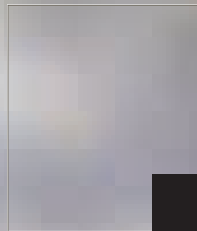
1/4 PAGE HORIZONTAL
9.75" X 2.6875"



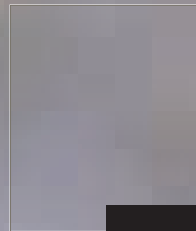
1/8 PAGE VERTICAL
2.25" X 5.625"



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

202.747.2077
WASHINGTONBLADE.COM

CREATIVE DESIGN/PRODUCTION
AZER CREATIVE
WE DESIGN WHAT YOU READ.
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lesbian
gay
bisexual
transgender
queer

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

WASHINGTON
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CELEBRATING 50 YEARS AS AMERICA'S LGBTQ NEWS SOURCE

DIGITAL SPECIFICATIONS

DOUBLE YOUR IMPACT AT WASHINGTONBLADE.COM

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

blade WASHINGTON

LEADERBOARD 728 X 90

MEDIUM RECTANGLE 300 X 250

HALF PAGE 300 X 600

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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