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

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

**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"

**Display Advertising**

**CELEBRATING 50 YEARS AS AMERICA’S LGBTQ NEWS SOURCE**

**CONTACT**

202.747.2077
WASHINGTONBLADE.COM

CREATIVE DESIGN/PRODUCTION
AZER CREATIVE
WE DESIGN WHAT YOU READ
AZERCREATIV.COM
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

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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