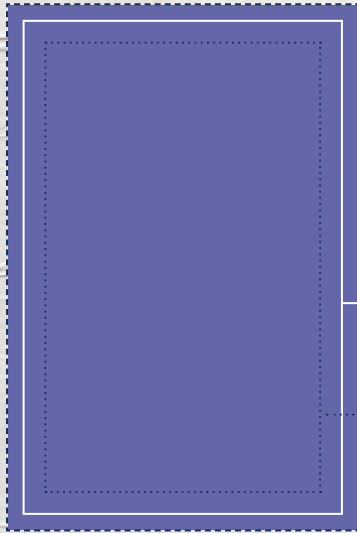


2022 DC BLACK PRIDE GUIDE AD SPECIFICATIONS SHEET

Ad Dimensions



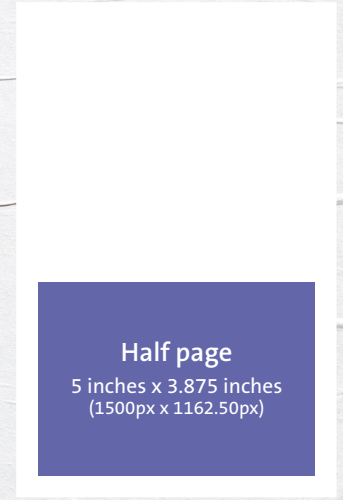
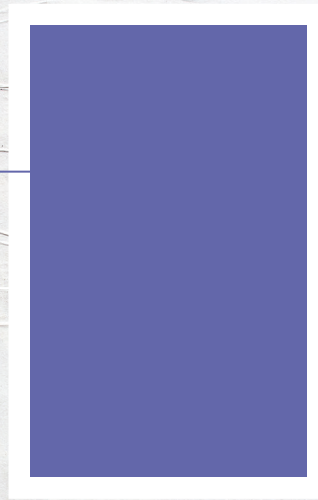
Full page, with bleed
5.75 inches x 8.75 inches
(1725px x 2625px)

Full page, no bleed
5 inches x 8 inches
(1500px x 2400px)

Page Trim Size
5.5 inches x 8.5 inches
(1650px x 2550px)

Live Area for Text
5 inches x 8 inches
(1500px x 2400px)

Full-bleed ads:
Include registration/crop marks.



Half page ads: Do not include
bleeds or printer's marks.

Double-check ad sizes before preparing files.

Specifications for Ad Submission

- Ads must be submitted electronically and ready to print without the need for additional edits.
- For full bleed, crop/registration marks and color bars must be outside the bleed area (offset by 1/4").
- No bleeds for half page ads

Color and ink

- Convert all colors to 4-color process (CMYK) — all photos, logos, graphics and type
- PMS/spot and RGB colors are not accepted. Convert all color elements to CMYK.

Accepted formats

Portable Document Format (PDF)

- PDF images with 300 DPI resolution
- All fonts embedded

Joint Photographic Experts Group (JPG or JPEG)

- JPG with 300 DPI resolution
- CMYK color mode

Encapsulated Postscript Vector (EPS)

- EPS with 300 DPI resolution
- All fonts converted to outlines
- CMYK color mode

Microsoft Publisher (PUB, PUBX), Microsoft Word (DOC, DOCX) and Microsoft PowerPoint (PPT, PPTX) files **will not be accepted**. Save/export PUB, DOC and PPT files as PDF for submission.

The Center for Black Equity/DCBP reserves the right to reject any advertising that is inconsistent with the organization's mission.

Ads that are not to specifications will not be published.

Submission Deadline: Friday, May 13, 2022. Submit ads to dcbp-ads@centerforblackequity.org