

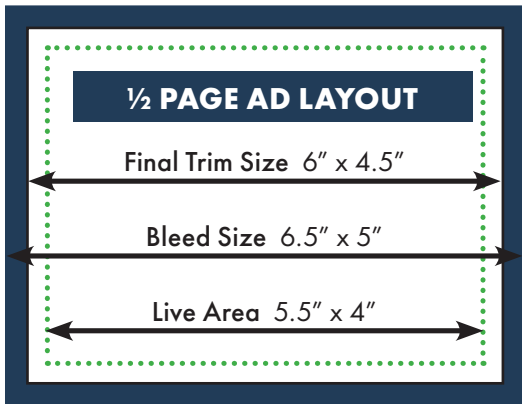
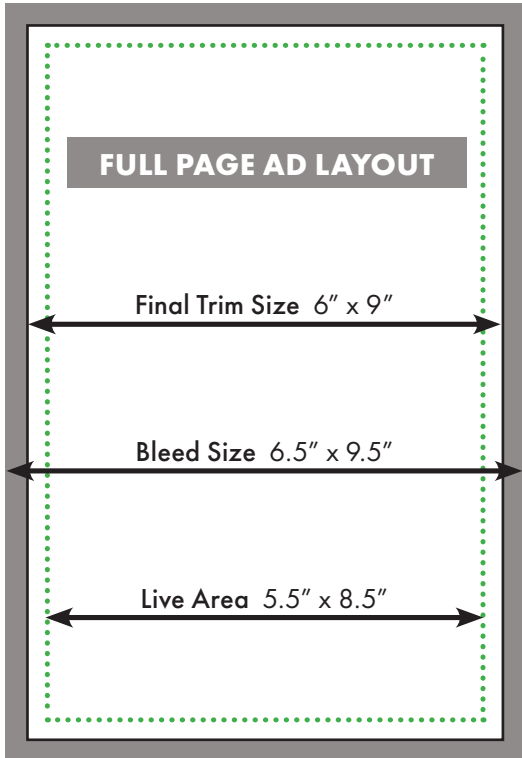
# 2023

## MEDIA GUIDE

# Cape Fear

REAL ESTATE DIRECTORY

### SUPPLIED AD SPECIFICATIONS



We are happy to design your ad, **at no additional cost**, but also accept camera-ready artwork. If you would prefer to submit your own ad, below are the specs for doing so:

**FULL PAGE ADS**

Final Trim Size.....6" x 9"  
 Bleed Size\* .....6.5" x 9.5"  
 Live Area..... 5.5" x 8.5"

**HALF PAGE ADS**

Final Trim Size.....6" x 4.5"  
 Bleed Size\* ..... 6.5" x 5"  
 Live Area.....5.5" x 4"

*\* Please submit ad at the bleed size WITHOUT crop marks*

- **Final Trim Size:** This is the final size of the ad once it is printed and trimmed.
- **Bleed Size:** A minimum of .25" on each side is needed if you would like the ad to bleed off the page.
- **Live Area:** We ask that you leave a .25" margin inside of the ad so that no important information is lost once the book is printed & trimmed.
- **Print-ready ads are accepted in the following formats:** PDF, InDesign, Photoshop, or Illustrator.
- **Please DO NOT include crop marks when exporting the file.** Our printer cannot accept files with crop marks included!
- **Supplying Multiple Pages:** Please supply as separate pages and NOT as a spread.

### IMAGE REQUIREMENTS

- We are happy to take an exterior shot of your listings to use in the publication. Listing addresses are due at the Space/Copy deadline each month to get them on our photo routing.
- If you are supplying images for your ad (headshot, listing photos, etc.), they must be 300 dpi at their actual print size to ensure good print quality.
- You are responsible for verifying the copyright on all supplied images.

**CONTACT** (910) 799-9960 info@cfredads.com www.discoverwilmington.info