

Advertising Specifications

Virginia Business is a saddle-stitched publication printed by web offset on publication-grade enamel using CMYK to SWOP specifications. Please provide us a PDF file accompanied by a laser proof. Make sure the supporting files that create the PDF file are high resolution, gray scale or CMYK for color. (No RGB or Spot Colors.) Include issue insertion instructions, a contact name and phone number with your electronic files. Send file on CD to: Virginia Business, Attention: Production Manager, 333 E. Franklin St., Richmond, Virginia 23219. Ad files 4 MB or less may be e-mailed to kdick@va-business.com with an appropriate proof faxed to (804) 649-6311. For FTP site information and/or our printers Acrobat Distiller Job Option Settings, call (804) 649-6633. Additional costs may be incurred if file is not supplied to specifications.

Dimensions - Ad Page

Full Page (Trim size).....	8 ¹ / ₄ x 10 ⁷ / ₈
(Bleed size - includes 1/8" all sides)*	8 ¹ / ₂ x 11 ¹ / ₈
2/3 Page.....	4 ⁷ / ₈ x 9 ³ / ₄
1/2 Vertical.....	4 ⁷ / ₈ x 7 ¹ / ₈
1/2 Horizontal.....	7 ¹ / ₂ x 4 ³ / ₄
1/3 Vertical.....	2 ⁵ / ₁₆ x 9 ³ / ₄
1/3 Square.....	4 ⁷ / ₈ x 4 ³ / ₄
1/6 Horizontal.....	4 ⁷ / ₈ x 2 ³ / ₈
1/6 Vertical.....	2 ⁵ / ₁₆ x 4 ³ / ₄

**No additional charge for bleeds.*

