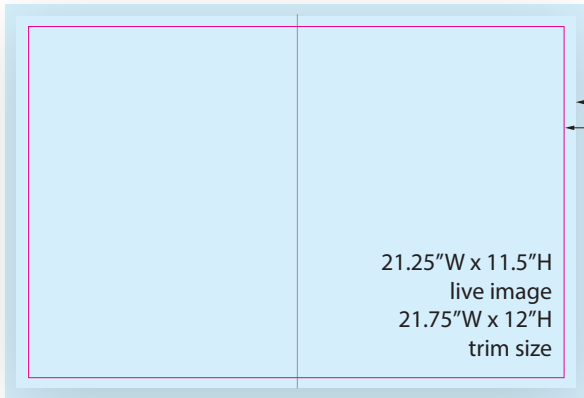
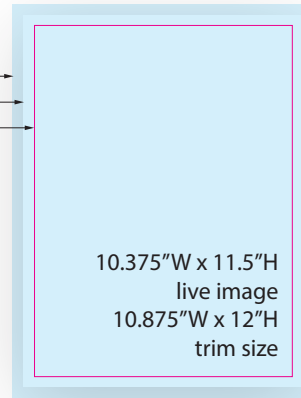


# THE SHELBY REPORT *Ad Requirements*



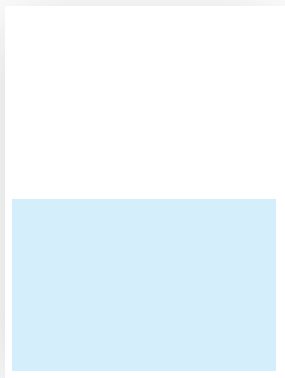
## Full Page Spread

Bleed Size  
22.25\"W x 12.5\"H



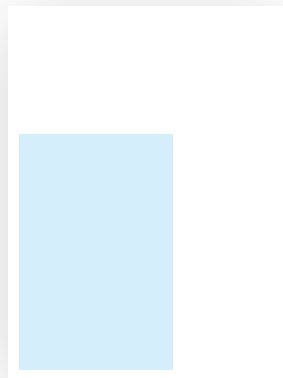
## Full Page

Bleed Size  
11.375\"W x 12.5\"H



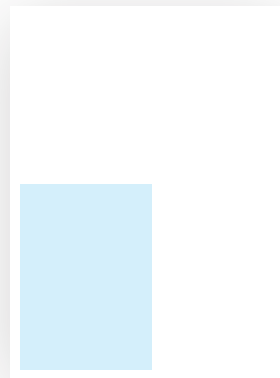
## Half Page

10.375\"W x 5.625\"H



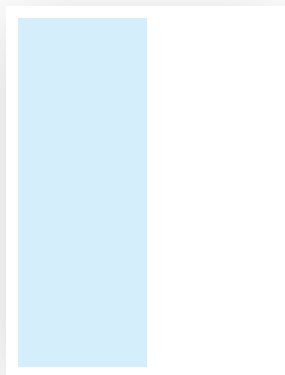
## Third Page

6.175\"W x 7\"H



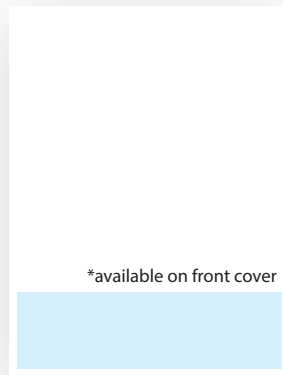
## Quarter Page

5.06\"W x 5.625\"H



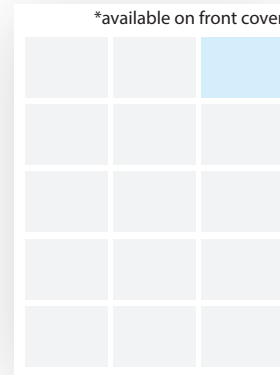
## Vertical Banner

5.06\"W x 11.5\"H



## Small Banner

10.375\"W x 2.16\"H



## Sponsor Box

3.25\"W x 2\"H

## COMPLETED ADS & ARTWORK

- We only accept HIGH RESOLUTION PDF files; 300dpi or higher
- Black/Gray must be created using Black (K); not Four Color (CMYK)
- Allow for bleed on Full Page Spread and Full Page ads
- Maximum Ink Density is 300
- Ads/Art with heavy ink coverage often cause ink transfers or smudges
- We recommend you DO NOT use small reverse type for better legibility

## SHELBY IN-HOUSE DESIGN SERVICES

- DIGITAL FILES ONLY
- All photos and/or logos must be submitted at 300dpi or higher
- Please send INDIVIDUAL, NATIVE ART FILES ONLY
- Acceptable file formats include: EPS, AI, PSD, TIF, PDF, JPEG
- Unacceptable file formats include: Word, Powerpoint, QuarkXpress, Corel and files designed for use online/low resolution

To submit your ad email files to: [production@shelbypublishing.com](mailto:production@shelbypublishing.com)

NOTE: If your file size exceeds 25MB please contact production for upload instructions.