

## Ad & Logo Artwork Submission Guidelines and Specifications

### Ad Artwork Guidelines

- 1) Please check artwork format requirements
  - CMYK, 300dpi resolution
  - Eps format preferred, with all fonts embedded. Also will accept .ai, .jpg, .pdf, .psd, or .tif formats
  - Fonts preferably changed to outlines
  - Supply any linked pictures

We cannot:

Open Mac files to check for correct ad specs and to place files

Please do not:

- a) Include any internal compression (lzw, jpg)
  - b) Include any printer's marks, header/footer information, object text that is not part of the ad
  - c) Embed color profiles. Include alpha channels, layers, masks, or clipping paths
- 2) Compress all files and create a folder based on your advertiser name and label compressed file as: "PGD\_AdvertiserName\_ad"

### Logo Artwork Guidelines

Follow "step 1" of ad artwork submission. Compress all files and create a folder based on your advertiser name and label compressed file as: "PGD\_AdvertiserName\_logo"

### How-To-Submit...

E-mail submission (artwork under 5 MB)  
Please e-mail media to our marketing manager: BillR@CasinoCity.com

FTP submission (artwork over 5 MB)  
Please upload media to our FTP site:  
ftp://ftp.CasinoCityPress.com  
User: gbdads  
Password: upload303

CD and print ad proofs submission  
Please mail media to Bill Riley at address listed in the footer. Please note CD and print out will not be returned.

### Artwork Deadlines

Space reservation and artwork deadlines are listed on the enclosed publication schedule.



Color Display Ads	Bleed Size	Trim Size	Live Area
Full Page	5.5" x 8.75"	5.25" x 8.5"	4.75" x 8.0"
½ Page Horizontal	N/A	4.625" x 3.875"	N/A
½ Page Vertical	N/A	2.25" x 7.5"	N/A
¼ Page	N/A	2.25" x 3.875"	N/A

Color Cover Ads	Bleed Size	Trim Size	Live Area
Front Cover *	5.5" x 8.75"	5.25" x 8.5"	4.75" x 8.0"
Inside Front	5.5" x 8.75"	5.25" x 8.5"	4.75" x 8.0"
Inside Back	5.5" x 8.75"	5.25" x 8.5"	4.75" x 8.0"
Back Cover	5.5" x 8.75"	5.25" x 8.5"	4.75" x 8.0"

### Logo Artwork

Please resize logo to fit proportionally within 1.5" x 0.75" designated area.

*\* For more details about front cover or card insert specs, please contact our account executive below.*

### Sales Contacts

If your company name begins with A-K contact:  
Marcy Grand  
Sr. Account Executive  
marcy@CasinoCity.com  
617-332-2850 (Ext.126)

If your company name begins with L-Z contact:  
Adam Newman  
Sr. Account Executive  
adam@CasinoCity.com  
617-332-2850 (Ext.122)

### Marketing Contacts

Andrea Mullaney  
Marketing Director  
andrea@CasinoCity.com  
617-332-2850 Ext.135

Bill Riley  
Marketing Manager  
billr@CasinoCity.com  
617-332-2850 Ext.116

George Choi  
Graphic Designer  
george@CasinoCity.com  
617-332-2850 Ext.137