

# Ad and Logo Artwork Submission Guidelines and Specifications

## Ad and Logo Artwork Required Format

- **High resolution PDF files** are preferred with all fonts embedded. Also will accept **.eps, .ai, .jpg, .psd, or .tif** formats
- CMYK (four color process)
- 300dpi (dots per inch) resolution
- Supply any linked images or photos
- Fonts changed to outlines for vector based files (.eps, .ai)
- NO internal image compression (lzw, jpg)
- NO Mac files that cannot be open on PC
- NO printer's marks (i.e. crop marks)
- NO header or footer information
- NO graphics or text that are not part of the ad
- NO crop marks

## How to Submit Ads and Logos

Compress all files and create a folder based on the advertiser's company name and label file as: "PGD\_YourCompanyName\_ad" (for ads) or "PGD\_YourCompanyName\_logo" (for logos)  
 Note: PGD stands for Pocket Gaming Directory

**E-mail submission** (artwork under 5 MB)

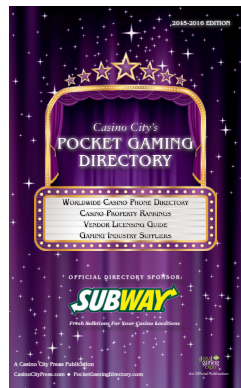
Please e-mail artwork to:

**Andrea Mullaney**  
 Marketing Director  
 andrea@casinocity.com  
 +1 617-332-2850 ( Ext. 135 )

**FTP submission** (artwork over 5 MB)

Please upload media to our FTP site:

URL: ftp://ftp.CasinoCityPress.com  
 User Name: gbdads  
 Password: upload303



## Advertising Specifications

Ad Options	Trim Size (w x h)	Bleed Size (w x h)
Quarter-Page	2.25" x 3.5"	
Half-Page Horizontal	4.625" x 3.5"	
Half-Page Vertical	2.25" x 7.25"	
Full-Page	5.25" x 8.5"	5.5" x 8.75"
Double-Page Spread	10.5" x 8.5"	10.75" x 8.75"
Inside Back Cover	5.25" x 8.5"	5.5" x 8.75"
Inside Front Cover Spread	10.5" x 8.5"	10.75" x 8.75"
Back Cover	5.25" x 8.5"	5.5" x 8.75"
Card Insert*		
Publication & Category		
Sponsors*		

\* For details about Sponsorship specs or card insert specs, please contact our national sales manager below.

## To reserve advertising space, contact:

**Lisa Pasquarosa**  
 National Sales Manager  
 lisa@casinocity.com  
 +1 617-332-2850 ( Ext. 131 )

## For ad and logo submission questions, contact:

**Andrea Mullaney**  
 Marketing Director  
 andrea@casinocity.com  
 +1 617-332-2850 ( Ext. 135 )

### Space Reservation Deadline

August 5th, 2016

### Artwork Submission Deadline

August 12th, 2016