NORTH HILL PRESERVATION ASSOCIATION · PENSACOLA

2026 Program Guide Advertising Specifications

What size to build your ad and what file to send.

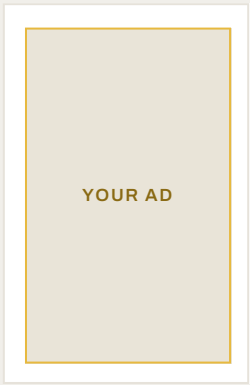
GUIDE TRIM SIZE	COLOR	RESOLUTION	FILE TYPE
5.5 × 8.5 in	**CMYK**	**300 dpi**	**Press-ready PDF**
saddle stitched, portrait	not RGB	at final size	or PNG, JPG at final size

THE THREE SIZES

Ad dimensions

Drawn to scale. A half page is a full page split across the middle, and a quarter is a half split down the middle, so two quarters sit side by side. Build at the exact inch size listed, or supply pixels at 300 dpi.

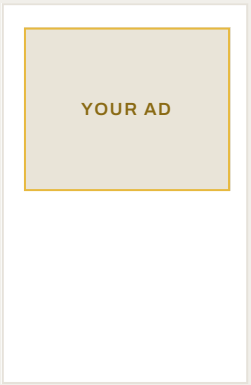
Full page



THE WHOLE PAGE

LIVE AREA	**4.6 × 7.5 in**
ORIENTATION	**Portrait**
AT 300 DPI	**1380 × 2250 px**

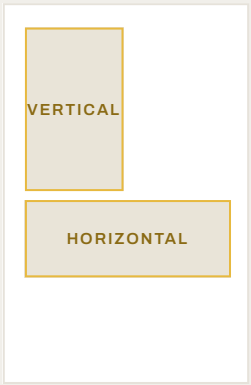
Half page



TOP OR BOTTOM OF A PAGE

LIVE AREA	**4.6 × 3.65 in**
ORIENTATION	**Horizontal**
AT 300 DPI	**1380 × 1095 px**

Quarter page



EITHER SHAPE, FOUR TO A PAGE

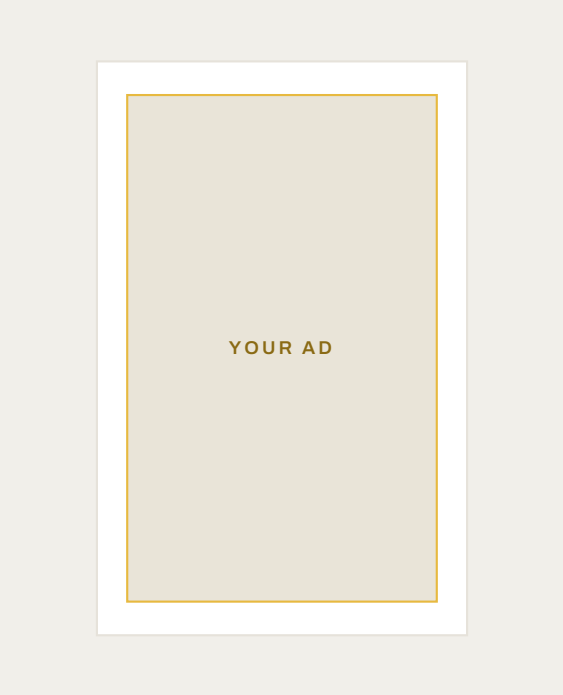
VERTICAL	**2.2 × 3.65 in** **660 × 1095 px**
HORIZONTAL	**4.6 × 1.725 in** **1380 × 518 px**

We add a small gold key to the top right corner of every current NHPA member's ad, so please leave that corner clear.

FULL PAGE ADS

Page size and margins

The guide is not printed edge to edge, so there is no bleed. Every full page ad sits inside the page margins with white around it.



Page size

The guide trims to **5.5 × 8.5 in**, saddle stitched.

Your ad

Build a full page ad at **4.6 × 7.5 in**. It sits centered on the page with a white margin all around.

No bleed

Keep backgrounds and photos inside your ad. There is no need to add bleed or crop marks.

Half and quarter page ads work the same way. Build them at the exact size listed and they sit inside the page margins.

FILES

What to send us

Build to these and your ad prints the way it looks on your screen.

FILE FORMAT	Press-ready PDF preferred (**PDF/X-1a**). We also accept **.png** or **.jpg** built at the exact final size. Send **.ai** , **.eps** , or **.svg** if you would like us to build the ad for you.
COLOR MODE	CMYK. Brand colors can shift when an RGB file is converted for press, so convert it yourself and you will see the result before it prints.
RESOLUTION	300 dpi at final size, minimum. A logo pulled off a website is usually 72 dpi and will look soft on paper.
FONTS	Embedded in the PDF, or converted to outlines. Otherwise type substitutes and the ad reflows.

BLACK TEXT	100% K only, not rich black or a four-color mix. Small type built from four inks prints fuzzy if the press is off by a hair.
LINE WEIGHT	Nothing thinner than 0.25 pt. Hairlines disappear.
YOUR WEB ADDRESS	Send it with the artwork. In the digital edition your ad is a live link, and in print we can set a QR code if you want one.

TWO EDITIONS

Print and digital, one ad

The guide runs in print and as a digital edition. Send one file and it goes in both, so there is nothing extra to supply.

Build for print, since those requirements are the stricter of the two. In the digital edition your ad becomes a live link, so include your web address with the artwork.

HELP

No designer? We will build it.

If you do not have artwork, we will lay the ad out for you at no charge.

SEND US THESE

- Your logo, the largest or sharpest version you have
- The words you want on the page
- Your web address and phone number
- A photograph, if you would like one included

WHAT YOU GET BACK

- One ad laid out in the guide's own typography
- A layout check to read before we print
- One round of changes, whatever you want changed

SEND ARTWORK TO

Myles Bristowe
myles@wickedgoodresults.com

LARGE FILES

Use a Dropbox, Drive, or WeTransfer link rather than email attachments.