

STANDARD ADS

Ad Code(s)	Ad Type	Finished Size	Size w/ Bleeds
1, 19, 47	Full Page*	7.5"w x 10.5"h	7.75"w x 10.75"h
6, 46	Back Cover*	7.5"w x 10.5"h	7.75"w x 10.75"h
3, 20, 48	2-Pg Spread*	15"w x 10.5"h	15.25"w x 10.75"h
7, 17, 49	1/2 Pg. Vert.	3.375"w x 10"h	N/A
8, 18, 45	1/2 Pg Horz.	7"w x 4.875"h	N/A
9	1/4 Pg.	3.375"w x 4.875"h	N/A
4	1/2 Pg. Dining Guide	7"w x 4.3"h	N/A
5	Full Page Dining Guide	7"w x 8.95"h	N/A
16	1/4 Pg. Dining Guide	7"w x 2"h	N/A
44	Cover Partner Panel**	7.5"w x 10.5"h	7.75"w x 10.75"h
41-43	Cover Tiles**	1.8"w x 2.2"h	N/A

ALL FULL PAGE ADS AND 2-PG SPREAD ADS BLEED

*Add 1/8" to all side for bleed area. Keep all text 1/4" in from trim (finished) size.

**For our covers, only separate art elements can to be provided (high-res). We can not accept press-ready files.

SPECIALTY GUIDES (All Categories)

Ad Code(s)	Ad Type	Finished Size	Size w/ Bleeds
11	Specialty Guide - Qtr.	3.4"w x 4.3"h	N/A
12	Specialty Guide - Half (V)	3.4"w x 8.8"h	N/A
13	Specialty Guide - Half (H)	7.0"w x 4.3"h	N/A
14	Specialty Guide - Full page	7.0"w x 8.8"h	N/A

SAVE AGAIN/SAVE ON EVERYTHING (10" X 11")

Ad Code(s)	Ad Type	Finished Size	Size w/ Bleeds
50	SA Half Page Vert.	4.625"w x 10.5"h	N/A
51	SA 2PG Spread	20"w x 11"h	20.25w x 11.25h
52, 57	SA Qtr. Page	4.625"w x 5.125"h	N/A
53, 58	SA Full Page	10"w x 11"h	10.25"w x 11.25"h
54, 59	SA Half Page Horz.	9.5"w x 5.125"h	N/A
55	SA Cover	8"w x 11"h	8.25"w x 11.25"h
56	SA Back Cover	10"w x 11"h	10.25"w x 11.25"h

RED PLUM PRODUCTS

Ad Code(s)	Ad Type	Finished Size	Size w/ Bleeds
60	RP Wrap Cover	8.25"w x 8.938"h	N/A
61	RP Wrap Back Cover	9"w x 8.25"h	N/A
62	RP Wrap Inside Front	8.375w x 10.75"h	N/A
63	RP Wrap Inside Back	9"w x 10.75"h	N/A
64	RP Wrap Billboard	2.625"w x 1.625"h	N/A
67	Full Page Insert (1-sided)	8"w x 11"h	N/A
68	2/3 PG Insert (1-sided)	8"w x 7"h	N/A
69	1/3 PG Insert (1-sided)	8"w x 3"h	N/A
77	Full Page Insert (2-sided)	8"w x 11"h	N/A
78	2/3 PG Insert (2-sided)	8"w x 7"h	N/A
79	1/3 PG Insert (2-sided)	8"w x 3"h	N/A

SAVE CARDS

Ad Code(s)	Ad Type	Finished Size	Size w/ Bleeds
70	Insert Post Card	5.5"w x 3.5"h	5.75"w x 3.75"h
73	DAL Cards	9"w x 5"h	9.25"w x 5.25"h

SAVE ON CARS & TRUCKS ADS

Ad Code(s)	Ad Type	Finished Size	Size w/ Bleeds
93	SCT Full Page	10.5"w x 20.25"h	10.75"w x 20.5"h
94	SCT Half Page	10.5"w x 9.75"h	N/A
95	SCT Cover	10.5"w x 17.75"h	10.75"w x 18"h
96	SCT Back Cover	10.5"w x 20.25"h	10.75"w x 20.5"h
97	SCT Qtr. Page	4.875"w x 9.625"h	N/A