

Display Ad Specs

TRIM SIZE OF MAGAZINE 8.375" X 10.875'

BINDING METHOD Saddle stitched

SAFETY Keep live material 1/8" from trim,

bottom, top, right, left

RESOLUTION 300 dpi, CMYK

SEND AD MATERIALS TO:

Cassie Fiorenza Simpson
Creative Editor
cassie@vivasoutheasttexas.com

Phone: 409.866.8570

Viva will accept ads on CD or as PDF. Please include all fonts, supporting artwork, photos etc. with your ad. We will not be able to reproduce your ad without these components.

Save all color files as CMYK at 300 dpi.

Viva supports the following software:

- Photoshop
- Illustrator
- Acrobat
- InDesign

AD SIZES

FULL PAGE BLEED 8.625" X 11.125" includes .125 bleed 1/2 PAGE VERTICAL 3.625" X 10.875"

> 1/2 PAGE 7.625" X 5"

1/4 PAGE 3.85" X 5"

1/8 PAGE 3.85" X 2.5"

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