



# Exito Business Journal Specs

## Ad Specs

Half page ads: W 7.25" x H 4 3/8"

Full page ads: W 7.25" x H 10"

Without bleed. Add 1/8" beyond trim line on all four sides for ads with bleed.

Exclude crop marks on final ad.

PDF format preferred.

All images must be CMYK or grayscale. All colors appearing in your ad must be built from process colors (CMYK). Images saved as RGB, Lab, or index are not acceptable.

Text in vector images must be converted to outlines.

Raster images must be at least 300 dpi at 100% of the final print size. Do not reduce or enlarge images more than 25%.

## Sponsored Content and Guest Editor Article Specs

### 500-750 Words

- Topic should be relevant to GPHCC audience
- The article should be evergreen as the shelf life of the publication is long. To avoid content being perceived as "dated or expired", avoid reference to deadlines.
- Submit as a Word document.