

## Guidelines for Building an Ad with Impact

### Welcome to the *Our Iowa* Family!

Thank you for advertising in *Our Iowa*, the magazine that celebrates all that's great about living in Iowa! Whether you're creating your own ad or using our free ad design service, we're delighted to help you build an attractive ad to appear in our pages!

**FREE AD DESIGN SERVICE** *Our Iowa* offers free ad design service for advertisers who request it. **Please note:** *We must receive your signed ad contract before we begin the ad-design process.*

**Design Process:** Our designer will be creating your ad electronically using professional design software. *We communicate with you primarily by email* so we request that you provide a reliable email address which you check frequently.

**To begin, we will need some things from you. Refer to the list at the right to gather your ideas and graphic materials.** Once you have done so, please send your materials to our Advertising Coordinator. Email: [adman@OurIowaMagazine.com](mailto:adman@OurIowaMagazine.com). Or, you may upload to our cloud portal. If you are supplying printed materials for us to scan, bring them or mail them to our office at the address shown, ATTN: Ad Coordinator.

**Our Ad Coordinator will email you a proof of your ad to review.** We will work back and forth by email until you approve the ad. We suggest you print the proof at actual size for best representation of how it will look.

**AD COPY/MATERIALS DEADLINE** Production due dates are listed on your contract and our *website*. Your ad must be print-ready by the Ad Copy deadline, so *send your materials well in advance* to allow time for the design and proof review process. Each issue, we will remind you of due dates and request material by email.

After your first ad, you may make changes to your existing ad, provide a new ad or repeat an ad. If you've scheduled another ad and materials are not received by the deadline, we may repeat your most recent ad.

### Ad-Building Checklist

- **What is the main theme or message of your ad?**

Is it an event? A product or service? A place to visit? A good ad has a "call to action" through images and words. Aim to strike a balance between text and other elements to convey your message. Fewer words is usually better.

- **The look of your ad**

What are your preferences on the look you'd like for your ad? Consider colors, font styles, graphics, photos/illustrations, logos, etc. If you don't know, refer to other ads in *Our Iowa* for ideas. If we're designing your ad, do you have a website which shows us your "style?"

- **How should people contact you or learn more?**

By phone? Email? Website? Mail? Do you have a Facebook page or use other social media? Do you have a physical address to visit? Be sure to include these in your ad if important. We suggest including a phone number when possible as our readers are inclined to call.

- **Materials**

To clearly print to our standards, we **need high-resolution digital files** (300 dpi, minimum 1MB) in the photos, any art elements and the logo you wish to use. *With few exceptions, we cannot use images from your website to produce your ad.* Websites carry graphics that are too low in resolution for magazine production. Instead, we need the original graphics files if you'd like us to use them in your ad. If you have paper materials such as a brochure, we may be able to scan them.

**Refer to the next page for detailed specs** if you're building your own ad.

**QUESTIONS?** We're glad to help! Contact us by email at [adman@OurIowaMagazine.com](mailto:adman@OurIowaMagazine.com) or by phone at 515/232-0075. *OurIowaMagazine.com*.

Advertising Coordinator: Mary Reilly



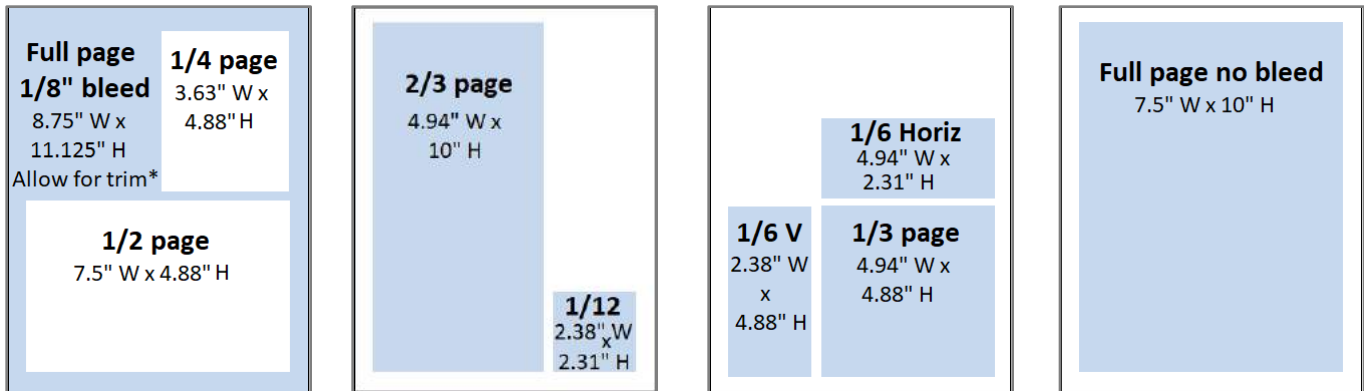
# Ad Sizes and Specifications

**If YOU CREATE YOUR OWN AD**, please observe the following requirements for a **print-ready** ad. **Due dates** can be found on your contract and our *website*.

- ✓ **Software/Digital File Format:** Commercial press-quality PDF files are preferred, but TIFF and JPEG files are acceptable. If using MS Publisher, export to PDF before sending. If sending Adobe files, provide PDF also. No MS Word files accepted.
- ✓ **Artwork/Photos:** Must be at high-resolution. We print at 300 dpi, and pride ourselves on high-quality reproduction, so we need quality at the start. Save four-color images as CMYK. Images should be scanned at 300 dpi and line art should be scanned at 600-1200 dpi.
- ✓ **Color:** Specify colors as CMYK at 300 dpi. Pantone, PMS, RGB colors may not print properly and must be converted to CMYK process.
- ✓ **Fonts:** Must be embedded (preferred) or converted to outline.

- ✓ **Delivery:** Email files to the Ad Coordinator at [adman@OurIowaMagazine.com](mailto:adman@OurIowaMagazine.com). For files over 10 MB, *upload to our cloud* portal or use a cloud storage service such as Dropbox. CDs can be mailed to: *Our Iowa* Attn: Ad Coordinator, 1510 Buckeye Avenue, Ames, IA 50010.
- ✓ **Proofs:** Ads will run as they are supplied. A color-correct proof copy is required if color-matching is desired. We will attempt to color match on press as closely as possible to what is provided. We are not responsible for misprinting of color ads without a color-correct proof.
- ✓ **Measurements:** Ads must be provided in accurate sizes AND orientation (see specifics below). Please no "bleed" or crop marks *except* for full-page ads with bleed as described below.

**NEED DESIGN SERVICE? QUESTIONS?** We're glad to help! Contact us by email at [adman@OurIowaMagazine.com](mailto:adman@OurIowaMagazine.com) or by phone, 515/232-0075. [OurIowaMagazine.com](http://OurIowaMagazine.com).



Ad Size		Width	Height
1/12	Page	2.38" (2-3/8")	2.31" (2-5/16")
1/6	Page Vertical	2.38" (2-3/8")	4.88" (4-7/8")
1/6	Page Horizontal	4.94" (4-15/16")	2.31" (2-5/16")
1/4	Page	3.63" (3-5/8")	4.88" (4-7/8")
1/3	Page	4.94" (4-15/16")	4.88" (4-7/8")
1/2	Page	7.50" (7-1/2")	4.88" (4-7/8")
2/3	Page	4.94" (4-15/16")	10.00" (10")
Full	Page No Bleed	7.50" (7-1/2")	10.00" (10")
Full*	Page 1/8" Bleed*	8.75" (8-3/4")	11.125" (11-1/8")

\*Measurements allow for 0.125" (1/8") trim. Live area is 7.5" x 10". Keep live area 0.5" (1/2") inch from trim edge all around. Include crop marks. Final page in magazine will measure 8.5" x 10.875" (8-1/2" X 10-7/8").