

# Online Ad Specs

## Ad Dimensions

### Full Page:

- Page Trim Size  
Width: 8.25"  
Height: 10.75"

### 2 Page Spread:

- Page Trim Size  
Width: 16.5"  
Height: 10.75"

### Half Page:

- Horizontal Page Size  
Width: 7.375"  
Height: 4.75"
- Vertical Page Size  
Width: 3.5937"  
Height: 9.6875"

### Quarter Page:

- Page Size  
Width: 3.5937"  
Height: 4.75"

## Creating Your Ads

### Adobe InDesign is recommended

- All colors must be RGB.
- Make sure all images are Hi-Res, 300 DPI, TIFF or JPG format.
- Logos should be AI or EPS format with text converted to outlines or a Hi-Res, 300 DPI, TIFF or PNG format.
- Borders and rules directly on trim is not recommended

### Templates

Download free templates at:  
[rgvNewHomesGuide.com/media-kit](http://rgvNewHomesGuide.com/media-kit)

## Creating Your PDF Files

- Use **PDF/X-1A Standard** setting
- Do NOT include any marks such as crop or registration
- Do NOT select "Use DocumentBleed Setting"

## Submitting Your Ad Files

Due to their large size. Please do not email your ad to RGV New Homes Guide:

- Request a private folder from us at [info@rgvnewhomesguide.com](mailto:info@rgvnewhomesguide.com) and we will email you a Dropbox link to upload your final ad.
- Alternatively, you can share your own link to the ad with us
- Submit the final Hi-Res PDF ONLY. We do NOT accept live files such as the InDesign or Photoshop file.
- PDF must meet PDF/X-1A Standard.

*There is an alteration fee for ads not provided per the mentioned specifications. RGV New Homes Guide is not responsible for reproduction of ads if they do not meet the above specifications.*

## If you have questions regarding production, contact:

(956) 971-9700  
[info@acrossmediamarketing.com](mailto:info@acrossmediamarketing.com)