

# Visual Media Guide

2022

## Ad Specifications

### LOGO ADS

#### FILES DUE SEPTEMBER 15

##### LOGO FILES DUE AT VMA

##### DIMENSIONS

Maximum width = 3.375"

Height = 1" or 2.5"

Check your ad confirmation to see which size you ordered.

##### REQUIRED FILE NAMING CONVENTION

Files must be named with

- » Company Name\_
- » Logo\_
- » Member Number (Find this on your Listing Update form)
- » File extension

**Example: XYZLitho\_Logo\_2345.pdf**

##### SUBMITTING YOUR FILE

**Email**—Files under 10 MB may be sent to [gabrielle@vma.bz](mailto:gabrielle@vma.bz).

Subject line must include file information  
e.g. XYZMktg VMG2022 LOGO ad

Please include your production contact information in this email.

##### Larger Files

Please email [Gabrielle@vma.bz](mailto:Gabrielle@vma.bz) for more information.

##### PRODUCTION QUESTIONS?

Contact **Gabrielle Disario** – [gabrielle@vma.bz](mailto:gabrielle@vma.bz)

##### FILE PREPARATION

- » **ART MUST BE TO SIZE**
- » 300 PPI at final size.
- » **OUTLINE** all fonts.
- » Avoid small type built with more than 2 process colors.
- » Placed art is minimum 300 PPI at 100%.
- » All colors CMYK – **NO SPOT COLORS** (convert spot to process).
- » **Convert all blacks to rich black** – 60% C, 40% M, 40% Y, 100% K

##### PREFERRED FILE FORMAT

- » HI-RES PDF

##### ACCEPTED FILE FORMATS:

- » TIFF, PSD, AI, Hi Res JPG

##### PROVIDE A LOGO FOR VISUAL MEDIA ACCESS

All logo advertisers receive a company logo on their VMAccess page. You need not provide a separate file unless your VMGuide logo ad art is different than your standard company logo.

#### LOGO FILES DUE SEPTEMBER 15



**VISUAL MEDIA  
ALLIANCE**

665 Third Street  
Suite 500  
San Francisco  
CA 94107  
P 800 659 3363  
VMA.bz

# Visual Media Guide

2022

## Ad Specifications

### DISPLAY ADS

#### FILES DUE SEPTEMBER 30

##### AD FILES DUE AT VMA

##### DIMENSIONS

###### Full-page Ad and Covers

8.375"W x 10.875"H

Bleed - .125" all dimensions. 8.625"W x 11.125"H

Live Area - allow .625" margin all dimensions

###### 1/2 Page Ad

3.5"W x 9.875"H - No Bleeds

##### REQUIRED FILE NAMING CONVENTION

Files must be named with

- » Company Name\_
- » VMG22\_
- » Ad Type (Full, Half)
- » File extension

E.g. XYZMktg\_VMG22\_Half.pdf

##### SUBMITTING YOUR FILE

**Email**—Files under 10 MB may be sent to [gabrielle@vma.bz](mailto:gabrielle@vma.bz).

Subject line must include file information  
e.g. XYZMktg VMG2022 Full Page ad

Please include your production contact information in this email.

##### Larger Files

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##### PREFERRED FILE FORMAT

- » HI-RES PDF

##### ACCEPTED FILE FORMATS:

- » TIFF, PSD, AI, Hi Res JPG

##### PROVIDE A LOGO AD FILE, TOO

All advertisers receive a logo on their Visual Media Guide listing and their VMAccess page. Make sure that you provide logo files by September 15. You need not provide a separate file for your online page unless it is different than your print logo.

#### AD FILES DUE SEPTEMBER 30



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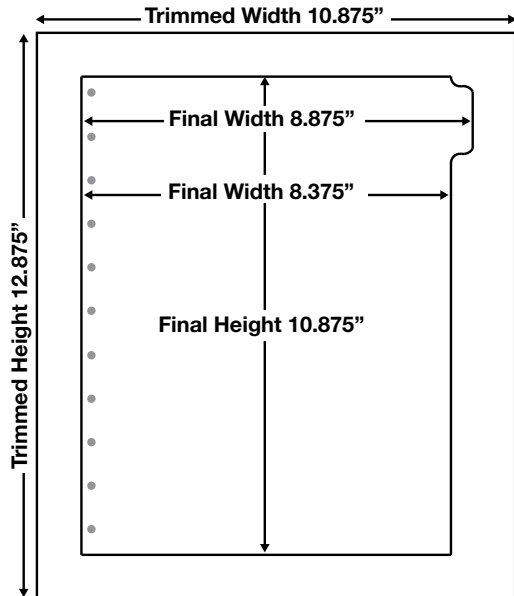
# Visual Media Guide

2022

## Ad Specifications

### PRINTED TABS

#### PRINTED TABS DUE OCT 30



#### Paper Stock

White, coated stock - 100# cover.

Quantity - 2000 preprinted tabs.

#### Size and Layout

- » Final dimensions 8.875" x 10.875".  
**YOU MUST USE OUR TEMPLATE.**
- » Template file: Illustrator/PDF files furnished with front and back tab positions + tab copy.
- » Allow one inch of overwork on all dimensions.
- » Trim as indicated on template.

#### Binding

- » Spiral bound. Allow 0.625" margin for any copy close to the binding edge on both sides.
- » Bleeds - Allow 0.125" bleed.

#### PRODUCTION QUESTIONS?

Contact Gabrielle Disario – [gabrielle@vma.bz](mailto:gabrielle@vma.bz)

#### REQUIREMENTS

**Tab Color - NO** background color in the tab area.

#### Tab Copy

- » Use the black type supplied in Illustrator file.
- » **PLEASE DO NOT SET YOUR OWN TYPE.**
- » Repeat the tab copy on the reverse side of tab.
- » Please do not die cut your tab as we will die cut it.
- » Deliver press sheets trimmed to 1-up with 1" overwork on all sides.
- » You must submit a PDF for review before printing. This will help insure that your tab meets our requirements.

#### DELIVER TO APEX DIE BY 12/2

840 Cherry Lane, San Carlos, CA 94070

(650) 592-6350

- » Provide a detailed packing slip showing total piece count with a sample attached. If there are multiple lots provide a sample of each one.
- » Label each carton as VMGuide 2022 Tab/Section Name. Include the name of your company and piece count per carton.

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#### PRINTED TABS DUE OCT 30



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