

PRINT AD SPECIFICATIONS

Durham Magazine, Chapel Hill Magazine and Chatham Magazine

| | |
|------------------------------|--------------------------|
| ** Magazine Trim Size | 9" x 10.875" |
| AD SIZE | WIDTH x HEIGHT |
| 2-Page Spread | 18" x 10.875" |
| Full Page | 9" x 10.875" |
| 1/2 Vertical | 3.6667" x 9.375" |
| 1/2 Horizontal | 7.5" x 4.5475" |
| 1/2 Island | 4.9444" x 7" |
| 1/4 Page | 3.6667" x 4.5475" |
| 1/6 Dining Guide | 2.3889" x 4.5475" |

| | |
|-------------------------|--------------------------|
| CO-OP AD SIZES | |
| Full Page (co-op) | 7.5" x 9.25" |
| 1/4 Real Estate (co-op) | 3.6125" x 4.5396" |
| 1/2 Horizontal (co-op) | 7.5" x 4.5396" |
| 1/2 Vertical (co-op) | 3.6125" x 9.2334" |

Heart of NC Weddings

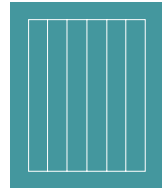
| | |
|------------------------------|-----------------------|
| ** Magazine Trim Size | 7.75" x 9.5" |
| 2-Page Spread | 15.5" x 9.5" |
| Full Page | 7.75" x 9.5" |
| 1/2 Horizontal | 6.75" x 4.125" |

Ads Designed In-House

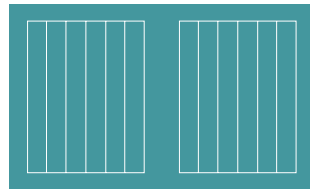
- Ads designed by Shannon Media Inc. may not be used in other advertising venues unless special permission is obtained.
- All photos taken by Durham, Chapel Hill Magazine, Chatham Magazine and Heart of NC Weddings are owned by Shannon Media Inc. Copyrights may be purchased.
- There will be an extra charge if stock art is used in the creation of your ad.

Important Production Specifications

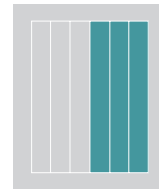
- **We require a bleed of 1/8" (.125") on all sides** for full page ads and two-page spreads.
- **We require a 1/2" (.5") to 3/4" (.75") type-safety margin** for all ad copy and pertinent graphics for full page ads and two-page spreads.
- High-quality PDFs are the preferred format.
- All images should be converted to CMYK, no spot colors, and should be 300dpi (250dpi minimum).



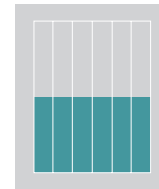
FULL PAGE



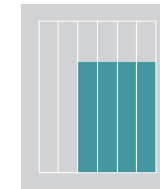
2-PAGE SPREAD



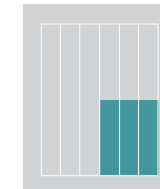
1/2 V



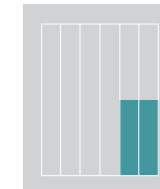
1/2 H



1/2 ISLAND



1/4



1/6 DINING

Submit print ads to their respective market listed in your reminder email:

- advertising@ChapelHillMagazine.com
- advertising@DurhamMag.com
- advertising@ChathamMagazineNC.com
- advertising@ShannonMedialnc.com



DIGITAL AD SPECIFICATIONS

| Product | Size/Type | Position(s) | Width | Height | Resolution | File Type |
|-------------------------|--|--------------|---|------------------|------------|------------|
| EMAIL BANNERS | | | | | | |
| eNewsletter | Sponsor Package | Sponsor Logo | 150 pixels | 75 pixels | ≥ 72dpi | JPG, GIF |
| | | Sponsor Ad | 1,000 pixels | 258 pixels | | JPG, GIF |
| eNewsletter | Sponsored Content | Body | Image: 250 pixel wide x 250 height Title: 40 characters max - including spaces. Description: 50 words max. | | | Image: JPG |
| eNewsletter | Second Position | Footer | 1,000 pixels | 125 pixels | | JPG, GIF |
| Sponsored eBlast | Dedicated Email - include subject line | | 1,000 pixels | 600-1,200 pixels | JPG, GIF | |

** If submitting **Sponsored eBlast**, please include **subject line, preheader text & URL**.
For email banners, please include click-thru URL. ≥ 72dpi resolution

WEB BANNERS

| | | | | | | |
|---|-----------------|------------------|--------------|------------|---------|----------|
| Web Banner | Leaderboard | Top, Bottom | 1,000 pixels | 258 pixels | ≥ 72dpi | JPG |
| Event Calendar | Side | Next to Calendar | 300 pixels | 600 pixels | | JPG, GIF |
| Standard Height Display Ad - HONCW | Standard Banner | Blog | 330 pixels | 225 pixels | ≥ 72dpi | JPG |
| Double Height Display Ad - HONCW | Double Banner | Blog | 330 pixels | 450 pixels | ≥ 72dpi | JPG |

PROGRAMMATIC

| | | | | | |
|-------------------------|------------------------|------------------------|------------------------|-------------------------|-------------------------|
| 300 pixels x 250 pixels | 320 pixels x 50 pixels | 300 pixels x 50 pixels | 728 pixels x 90 pixels | 160 pixels x 600 pixels | 300 pixels x 600 pixels |
|-------------------------|------------------------|------------------------|------------------------|-------------------------|-------------------------|

** Please include click-thru URL. ≥ 72dpi resolution.

Submit ads to digital@ShannonMedialnc.com