



Absolutely Priceless!

## 2022 Advertising Specs

### Full Page

Standard Vertical: 6.75" w x 9.25" h

Vertical w/Bleed\*: 8.375" w x 10.875" h

—\*Add 0.125" bleed setting to all four sides

**Full Color on 60-pound Matte finish**

### 1/2 Page

Horizontal: 6.75" w x 4.5336" h

Vertical: 3.2825" w x 9.25" h

**Full Color on 60-pound Matte finish**

### 1/3 Page

Vertical: 2.125" w x 9.25" h

Square: 4.4383" w x 4.5336" h

**Full Color on 60-pound Matte finish**

### 1/4 Page

Vertical: 3.2825" w x 4.5336" h

Horizontal: 6.75" w x 2.173" h

**Full Color on 60-pound Matte finish**

### 1/6 Page

Vertical: 2.125" w x 4.5336" h

Horizontal: 4.4383" w x 2.173" h

**Full Color on 60-pound Matte finish**

### 1/8 Page

Horizontal: 3.2825" w x 2.1731" h

**Full Color on 60-pound Matte finish**

## Ad Design Requirements

- Colors must be process CMYK (no spot colors).
- Images must be 300dpi at size.
- File dimensions must match ad dimensions.
- For Full-page bleed ads, keep all live type/objects 0.5" from trim edge
- Make sure black text is actually 100% BLACK (do not use 'registration' black).
- Please submit PDF files only. Use Press Setting with NO printer marks (no bleed marks, no crop marks, etc.).  
Color setting U.S. Web Coated (SWAP) v2.  
— For Full-page bleed ads, use document bleed setting.
- Include complete hyperlink for website names and test hyperlink prior to ad submission.
- If you have any questions, please ask!
- Ads designed by CML will be proofed digitally (via email). Please note that the RGB colorspace of computer/tablet/phone screens do not accurately represent the CMYK colorspace of your printed ad.

## To advertise in CML contact:

Babette McAuliffe

P.O. Box 976, Linville NC 28646

828.737.0771 / 828.964.0009

livingcarolina@bellsouth.net

CMLmagazine.online

# CML

Carolina Mountain Life

CELEBRATING 25 YEARS

Absolutely Priceless!

## 2022 Digital Advertising Rates & Specifications

### Featured Content Ad

Ads appear at the top of a featured content page, limited to one ad per page.  
Horizontal: 840 px wide by 250 px high (72 dpi)



840 px by 250 px

### CML Community: Special Offer Ads

Ads appear on the "CML Community: Special Offers from Our Advertisers" page  
Large: 500 px wide by 500 px high (72 dpi)

Small: 500 px wide by 335 px high (72 dpi)



<500 px by 500 px

^500 px by 335 px

- Set color space to RGB.
- Images should be 72 dpi at size.
- File dimensions must match ad dimensions
- Please submit JPG, PNG or PDF files only.
- Ads designed by CML will be proofed digitally (via email).



## To advertise in CML contact:

Babette McAuliffe  
P.O. Box 976, Linville NC 28646  
828.737.0771 / 828.964.0009  
livingcarolina@bellsouth.net  
CMLmagazine.online