

# PRODUCTION & AD SPECS

[UPLOAD LINK](#)

Long-term advertising should be part of a multi-media marketing effort. *Edible Ohio Valley* provides print and digital services to our advertisers and partners throughout the year.

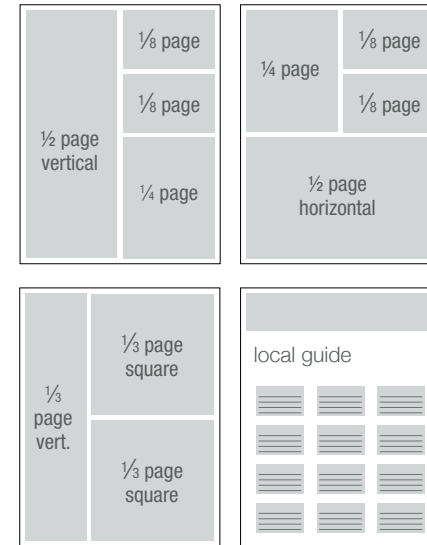
PRINT SCHEDULE	SPRING	SUMMER	FALL	WINTER
ISSUE RELEASE:	MAR 1	JUNE 1	SEPT 1	DEC 1
ON NEWS STANDS:	MAR 15	JUNE 15	SEPT 15	DEC 15
AD DEADLINE:	FEB 1	MAY 1	AUG 1	NOV 1

## DIGITAL POSTS + WEEKLY EMAILS

ADS AND ARTWORK FOR FOLLOWING WEEK ARE DUE NO LATER THAN 5PM ON FRIDAYS

**AD DEADLINE EVERY FRIDAY @ 5PM**

<b>SPRING</b>	<b>MARCH</b> Print release, e-newsletters, sponsor posts	<b>APRIL</b> editorial blog posts, social media, e-newsletters second print distribution	<b>MAY</b> editorial blog posts, social media, e-newsletters, third print distribution
<b>SUMMER</b>	<b>JUNE</b> Print release, e-newsletters, sponsor posts	<b>JULY</b> editorial blog posts, social media, e-newsletters second print distribution	<b>AUGUST</b> editorial blog posts, social media, e-newsletters, third print distribution
<b>FALL</b>	<b>SEPTEMBER</b> Print release, e-newsletters, sponsor posts	<b>OCTOBER</b> editorial blog posts, social media, e-newsletters second print distribution	<b>NOVEMBER</b> e-newsletters, partnerships pushes, and events, third print distribution
<b>WINTER/HOLIDAY</b>	<b>DECEMBER</b> Print release, e-newsletters, sponsor posts	<b>JANUARY</b> editorial blog posts, social media, e-newsletters second print distribution	<b>FEBRUARY</b> editorial blog posts, social media, e-newsletters, third print distribution



### AD SIZE

### WIDTH X HEIGHT

Covers (full bleed)	8.625" x 11.125"
Full Page (no bleed)	7.375" x 9.875"
Half Page (vertical)	3.625" x 9.875"
Half Page (horizontal)	7.375" x 4.875"
Third Page (square)	4.875" x 4.875"
Third Page (vertical)	2.375" x 9.875"
Quarter (vertical)	3.625" x 4.875"
Eighth (horizontal)	3.625" x 2.375"
Dining / Local Guides	logo + 35 words + link
Digital: Email Banner Ads	1000px x 450px
Digital: Announcement Bar	link + 5-7 words

*edible* OHIO VALLEY