

Publication Ad Specifications

South Florida Gay News Media Company

SFGN

- 2 Page Spread - 21" X 10.75"
- Full Page - 4.10" X 10.75"
- Half Page - V • 4.875" x 10.75" | H • 10" x 5.25"
- Third Page - V • 4.875" x 7" | H • 10" x 3.5"
- Quarter Page - 4.875" x 5.25"
- Sixth Page - 4.75" x 3.5"
- Eight Page - V • 2.375" x 5.25" | H • 4.875" x 2.5"
- Sixteenth Page - 2.375" x 2.5"

300 DPI • PDF Format • CMYK Color
Artwork Due Friday Each Week • Artwork Changes Due Wednesday

THE MIRROR

- 2 Page Spread - 17.25" x 11.25" Bleed | 17" x 11" Trim
- Full Page - 8.75" x 11.25" Bleed | 8.5" x 11" Trim
- Half Page - V • 3.875" x 10.1875" | H • 7.875" x 5"
- Quarter Page - 3.875" x 5"

300 DPI • PDF Format • CMYK Color
Due Date Varies By Issue

THE GUIDE
AN SFGN PUBLICATION
SFGN.guide

- 2 Page Spread - 9.5" x 6.875" Trim + .25" Bleed + .5" gutter
- Full Page - 4.75" x 6.875" Trim + .25" Bleed
- Half Page - 4.5" x 3.25"
- Quarter Page - 2.20" x 3.25"
- Large Map - 2.375" x 3.5"
- Small Map - 2.375" x 2.5"

300 DPI • PDF Format • CMYK Color
Due Date June 3, 2019

SFGN.com

- Sky Skraper Banner- 400 x 1000
- Top Banner - 728 x 90
- Side Banner - 300 x 250
- Side Video Banner - 300 x 250
- Sponsored Content - 400 Words + 3 Photos & Web Links

150 DPI • JPG Format • RGB Color
Due Date J24 Hours Before Campaign Start

SFGN
NEWSLETTER

- Top Banner - 600 x 200
 - Square Banner - 300 x 250
 - Middle Banner - 600 x 200
 - Poster Banner - 600 x 700
- 150 DPI • JPG Format • RGB Color
Due Date J24 Hours Before Campaign Start