

LOCALS LOVE US AD STANDARDS

PDF FORMAT: Advertisers are encouraged to submit a press-optimized PDF file in CMYK with fonts embedded. Please note: PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.) Please send ads at the designated size, with appropriate nonprinting borders or bleeds.

OTHER APPLICATIONS: Ad layouts may be created using Adobe InDesign (preferred), Illustrator or Photoshop. If submitting application files, provide all necessary supporting graphics and fonts. Files from additional applications may be submitted, providing they are saved as high resolution .eps, .tif or .jpg files (preferably in CMYK).

PROOFS: A proof (hard copy or PDF format) must accompany digital files created in InDesign or other applications.

COLOR MODE: Convert colors to CMYK prior to submission. Ads received in RGB or spot color will be converted to CMYK, but color shifts may occur. All colors are printed using 4-color (CMYK) process printing.

RESOLUTION: 300 dpi, OR HIGHER, at actual placement size of ad (100%).

FONTS: Avoid applying bold or italic from within programs; use a bold or italic typeface instead. If ads are submitted with incorrect versions, we may substitute with closest matches, but type reflow may occur. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.

LETTERING: Type smaller than 8 point with fine serifs should be avoided.

PHOTOS/LOGOS/GRAPHICS: Files should be sent as .eps, .tif or .jpg files. Resolution should be 300 dpi or higher at actual placement size in ad (100%). High resolution .pdf files may also be acceptable.

BORDERS ON ADS: Ads with a light background may need to have a border since the directory page background is also light. Please consider this before submitting your ad for publication.

COUPON INDICATOR: If you have a coupon in the directory, you can refer to it in your ad. Here's an example: "Save \$5 with our coupon!" Or you can download one of our coupon icons to use in your ad. Links to download the PDF files can be found at <http://localsloveus.com/graphics/ad-files>.

LLU GRAPHICS: If you are a Locals Love Us award winner, you have the option to use the Award Sign in your ad. You can find a digital version at <http://localsloveus.com/graphics/award-kit>. Please note that the award sign is different than the Locals Love Us Logo, which should not be used in ads.

If you are not an award winner, but loved by certain voter groups, you have the option to use the "Find Us On LLU" graphic in your ad. You can find a digital version at <http://localsloveus.com/graphics/find-us-on>.

PRINT AD/COUPON SIZES:

STANDARD ADVERTISEMENT

Two Page: 16.25" wide x 9.635" high

Full Page: 7.75" wide by 9.635" high

Half Page: 7.75" wide by 4.443" high

Quarter Page: 3.6875" wide x 4.443" high

FEATURED PRINT W/ WRITE UP AND PHOTO BLEEDS

Two Page Print Featured Ad: 17" wide x 10.385" high with photo bleeds

Full Page Print Featured Ad: 8.5" wide x 10.385" high w/ photo bleeds (see template)

Half Page Print Featured Ad: 8.5" wide x 5.19" high w/ photo bleeds (see template)

ONLINE ADS/ONLINE WINNER PAGES

TARGETED/FEATURED WEB AD: 300px wide by 250px, saved as a .jpg, or a 4.16" wide by 3.47" PDF.

We recommend keeping your online ad simple and using visual or verbal cues to direct traffic to your winner page, website or other online presence. Examples: Click Here For More Information, Visit Our Winner Page (or Website), Check Out Our Deals (ad will link to whatever web page you specify). The targeted and featured ad can be the same ad. If you have a different featured ad, it will only appear on the website during the featured month(s).

WINNER PAGE: This page will display your logo, location and contact information, links to your website, Facebook page, Twitter account and other online sites, an image gallery, business overview and deals. Email photos, graphics and information to your sales agent.

You (or someone you designate) also have the option to set up your winner page or edit it. Create an account on your city's Locals Love Us website and send the name and email address associated with the account to your sales agent, who will give that person access to the brand manager and instructions on how to use it.

THE DEADLINE FOR ALL PRINT ADS AND COUPONS IS TWO WEEKS FROM YOUR DATE OR AS AGREED UPON WITH YOUR SALES AGENT.

FULL PAGE FEATURE AD
8.5" wide x 10.385" high

Banner photo or photo(s)
8.5" wide x 3.325" high
and also include
Left, top, right: 0.25" bleed

8.5" x 0.25" wxh and include left and right: 0.25" bleed

Biz Name
26 pt. black

Award Winner in: (century
gothic italic #f04f23)

list of categories (century gothic
regular #5c707c)

(separating line - 2 pt)

space for logo

address
phone
website
other contact info
century gothic regular

2.56" column width

Drop cap Goudy Old Style
Regular - 3 lines for drop
cap

Body text: century gothic
regular 11.5 pt.

space for text
space for text
space for text

0.167" margin between columns

**“Quote Line here” #f04f23
orange Helvetica Bold**

(make sure to stop this text
at the margin)

0.167" margin between columns

Photo bar
2.56" column width
height is variable
bleed photos to the
bottom and right

Height of bottom section: 6.813"

text margin: 0.25"

Photo bar
2.56" width
height is variable
no bleed on photos



Zeglin's Home TV & Appliance, Inc

Award Winner in:
Consumer Electronics,
Household Appliances

This is the spot where you would talk about why the locals in your town love you. What makes you superior from other places? What sets you apart? What compliment do you hear the most?

This really is not the spot where you list every product that you sell or every service that you do in your business. This is an advertorial, which means we want more of a good feeling piece, and less of information or business write-up/summary.

We want to highlight what specific parts of your business keep your same clients coming back each time or what prompts them to write a positive review about your place of service. What feedback is circulating by word of mouth? Is it that you are very knowledgeable about your product? Is it that you have the best selection or the quickest service?

"Zeglin's has got the best prices and more personable service than anywhere else. I like buying from people who have knowledge about the product"

Zeglin's

Home TV and Appliance, Inc.

4405 Avenue Of The Cities
Moline, IL
309-797-6258

1833 E Kimberly Rd
Davenport, IA
563-391-6590

www.zeglins.com



HALF PAGE FEATURE AD

8.5" wide x 5.19" high

Banner photo or photo(s)
8.5" wide x 2.19" high
and also include
Left, top, right: 0.25" bleed

space for logo

address

phone

website

other contact info

century gothic regular

*Award Winner in: (century
gothic italic #f04f23)*

list of categories (century gothic
regular #5c707c)

2.56" column width

0.167" margin between columns

Drop cap Goudy Old Style
Regular - 3 lines for drop
cap

Body text: century gothic
regular 11.5 pt.

space for text
space for text
space for text

2.56" column width

(text or additional photos, bleed
any photos to bottom and right)

0.167" margin between columns

"Quote Line here"
#f04f23 orange
Helvetica Bold

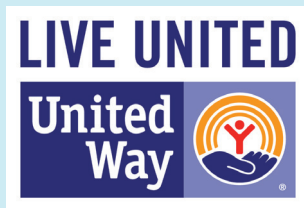
(make sure to stop this text at the margin)

2.56" column width

Height of bottom section: 3"

text margin: 0.25"

EXAMPLE OF HALF PAGE FEATURE AD



3247 E 35th Street Court
Davenport, Iowa 52807
563-355-4310
www.unitedwayqc.org

Award Winner in:
**Charitable/Community
Services**

This is the spot where you would talk about why the locals in your town love you. What sets you apart? What compliment do you hear the most?

We want more of a good feeling piece, and less of information or business write-up/summary. What feedback is circulating by word of mouth?

"It's so nice to be able to see the goals being set forth for the success of our youth and adults both. Everyone deserves an opportunity to have a good life."

