♡ 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, without 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. See examples on the next page.

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:

Two Page: 15.5" wide x 8.57" high

Full Page: 7.25" wide by 8.57" high

Category Page: 3.52" wide by 2.65" high

Double Category: 3.52" wide by 5.6125" high (vertical) -OR- 7.25" wide by 2.65" high (horizontal)

Coupon: 3.52" wide by 1" high (see guidelines on pg 2)

Back Cover: 1.75" wide by 1.5" high

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

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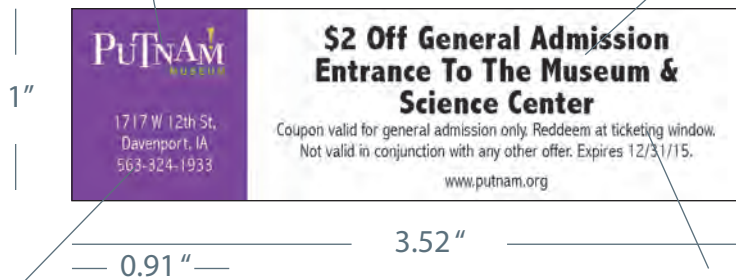
You (or someone you designate) also have the option to set up your winner page or edit it. Create an account on your city's Locals Love Us website and send the name and email address associated with the account to your sales agent, who will give that person access to the brand manager and instructions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

LOCALS LOVE US COUPON GUIDELINES

3.52" wide by 1" high
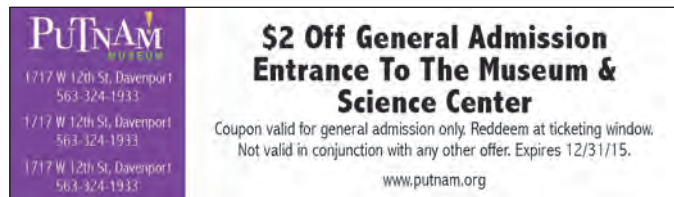**Resolution: 300 dpi or higher**

Logo placed on any color
background. Avoid white
background. Size according
to space available.

Font: Abadi MT Condensed
Extra Bold Size 13
Deal Info Goes Here

1"

PUTNAM
1717 W 12th St,
Davenport, IA
563-324-1933

**$2 Off General Admission
Entrance To The Museum &
Science Center**
Coupon valid for general admission only. Reddeem at ticketing window.
Not valid in conjunction with any other offer. Expires 12/31/15.
www.putnam.org

— 0.91 " —   3.52 "

Font: Abadi MT Condensed
Light Size 7 (or 6)
Fine Print Details & Exp. Date
<enter>
Website address

Font: Abadi MT Condensed Light Size 7 (or 6)
Address(es) and phone number

PUTNAM
1717 W 12th St, Davenport
563-324-1933
1717 W 12th St, Davenport
563-324-1933
1717 W 12th St, Davenport
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**$2 Off General Admission
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Not valid in conjunction with any other offer. Expires 12/31/15.
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* Other modifications (if necessary) can be made at the discretion of your primary designer.

ALL WE NEED IS LOVE.

This is an example of an ad with a light background and no border.

Ah, the things we do for love. From tattooing names on biceps to spending the evening watching "Dancing With The Stars," people are crazy when it comes to love. Fortunately, now there is an alternative.

It's called **LocalsLoveUs.com**.

Go to LocalsLoveUs.com and vote for your favorite places! Businesses with the most votes in each category will be listed and awarded tons of free publicity. Thanks for sharing the love!

Category

ALL WE NEED IS LOVE.

This ad has a stroke added. If you're designing an ad with a light background, please determine if it will need a border before you send it. Thanks!!

Ah, the things we do for love. From tattooing names on biceps to spending the evening watching "Dancing With The Stars," people are crazy when it comes to love. Fortunately, now there is an alternative.

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Category

SERVICES