

Blue Ridge LEADER & LOUDOUN Today



www.blueridgeleader.com



blueridgeleader

Ad Submission Guidelines

To reserve space, email us at advertise@blueridgeleader.com

The Blue Ridge Leader is a monthly newspaper and online resource serving Loudoun County.

We mail to **17,000** plus homes and an additional **5,000** editions are bulk dropped throughout the county.

Display Ad Sizes

	Size (WxH)
1/8 Page	4.85" x 2.625"
1/4 Page	4.85" x 5.42"
Bonus 1/4 Page	4.85" x 8.25"
1/2 Page Horizontal	9.875" x 5.42"
1/2 Page Vertical	4.85" x 11"
Inside Full Page	9.875" x 11"
Back Page**	9.875" x 11.25"
Inside Banner Ad/Runner	9.875" x 1.875"
Front Cover Banner**	9.875" x 1.875"
Special Front Box**	2.34" x 2.5"
Business Card 6 months	3.2" x 1.7"
Shop Local Box	2.95" x 3.1"
Classified Ad	2.34" x 1.46"

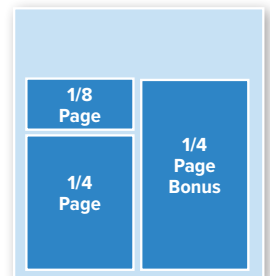
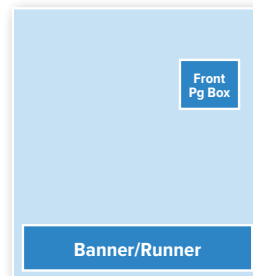
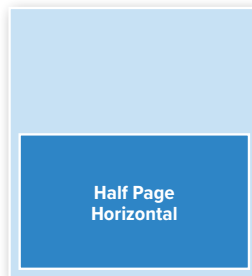
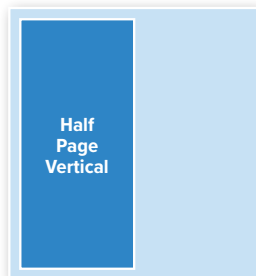
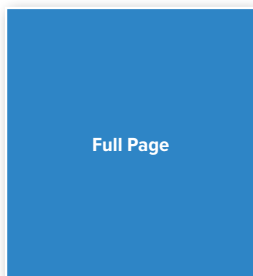
Display Ad Specifications

If you are supplying a finished ad:

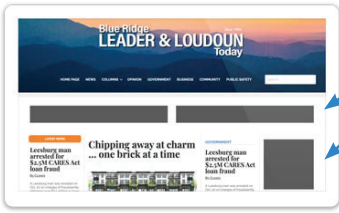
- AI-generated, MS Publisher, Word and Powerpoint files are NOT acceptable
- Canva files must be downloaded as PDF Print (best for printing)
- Camera-ready ads must be provided as a PDF
- All lettering must be 100% black, NOT rich black
- All fonts should be embedded or outlined
- Turn off OPI when creating PDFs making certain that all layers have been flattened prior to creation
- All ads MUST be at least 300 dpi in resolution and CMYK

If we're creating your ad for you:

- All images, including photographs, logos and other graphics MUST be submitted at 300 dpi resolution and CMYK
- JPEG files acceptable for images, logos and graphics
- DO NOT send images downloaded from a website
- An additional fee for art creation will be imposed
- 1-2 proofs provided



Online Ads



	Size (pixels/WxH)
Top of Home Page	728 x 90
Side Bar Box	250 x 250

Acceptable file formats for web ads
 Artwork for online ads should be submitted in one of the following formats: JPG, PNG, GIF. File size not to exceed 40kb

Inserts

Contact us for pricing.

Must be mailed to:
The Washington Post
Springfield Plant
ATTN: Blue Ridge Leader
7171 Wimsatt Rd
Springfield, VA 22151-4081
713-916-2440