

**Color:**

CMYK is required for printing. All colors should be created in the CMYK format.

**Margins:**

Do not place any important ad copy less than 0.25" from final trim. Any type and/or images, that are within 0.25" of trim, run the risk of being cut off.

**Image Resolution:**

300 dpi final size is recommended for images. Images under 300 dpi can result in poor quality print.

**Accepted Files:**

TIF, PDF, JPG.  
All fonts must be embedded and the file must be flattened.



# PUBLICATION ADVERTISING SPECIFICATIONS

Northville Parks & Recreation offers opportunities to extend your presence through print and digital publications and on-site engagement. From placement in Park Life, Inspire, and the Community Connection e-newsletter to hosted tables, signage, and event participation, these opportunities can be bundled to create a more integrated and visible presence.

## INSPIRE

**Full Banner**  
8" x 1.75"

**Half Banner**  
3.625" x 1.75"

## COMMUNITY CONNECTION

**Leaderboard**

**Medium**

**Skyscraper**

Leaderboard: 800 x 100 px  
Medium: 400 x 200 px  
Skyscraper: 200 x 600 px

## Park Life

**Full Page Ad**  
Bleed: 8.5" x 11"  
Trim: 8.25" x 10.75"

**Back Cover Ad**  
7.875" x 7.75"

**Horizontal Half Page Ad**  
7.875" x 5.125"

**Vertical Half Page Ad**  
3.875" x 10.375"

**Quarter Page Ad**  
3.875" x 5.125"

**Business Card Ad**  
3.875" x 2"