

# 2020 ADVERTISING REQUIREMENTS AND DEADLINES

## Our State

CELEBRATING NORTH CAROLINA

Mailing Address: PO Box 4552  
Greensboro, NC 27404

Street Address: 800 Green Valley Road,  
Suite 106  
Greensboro, NC 27408

Tel. (336) 286-0600  
or (800) 948-1409  
Fax (336) 286-0100

### File Specifications

- Ads must be submitted as a high-resolution, print-ready PDF (exported using the PDF/X-1a:2001 setting) or a high-resolution TIFF.
- All images must be CMYK at 300 dpi. No spot colors, RGB, LAB, or INDEX color elements.
- All fonts must be properly embedded or converted to outlines.
- We cannot assume responsibility for digital ads supplied without a color proof. We recommend SWOP-certified proofs.
- Ads may be submitted via digital transmission or CD.

### Deadlines

Issue	Ad Space	Ad Materials
January	October 18	October 25
February	November 15	November 22
March	December 27	January 3
April	January 29	January 31
May	February 28	March 6
June	March 27	April 3
July	April 24	May 1
August	May 29	June 5
September	June 26	July 2
October	July 29	July 31
November	August 28	September 4
December	September 25	October 2

### Digital Transmission

Email: [ads@ourstate.com](mailto:ads@ourstate.com)  
Upload: [ourstate.wetransfer.com](http://ourstate.wetransfer.com)

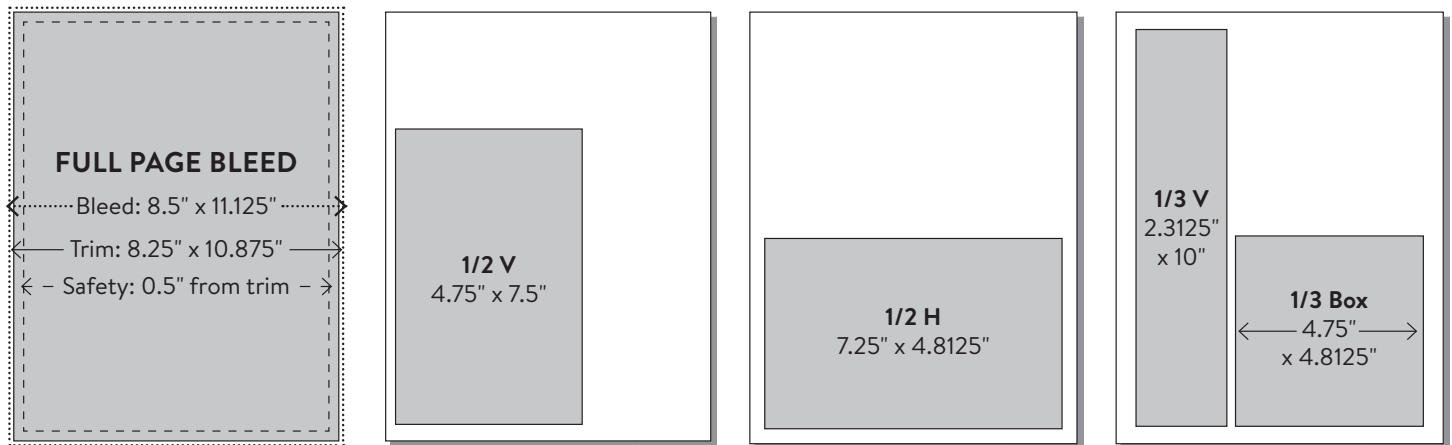
### Dimensions

Display Ad Sizes	Horizontal dimension	Vertical dimension
Full Page For bleed, add 0.125" to all sides Safety from trim: 0.5"	8.25"	10.875"
1/2 Page Vertical	4.75"	7.5"
1/2 Page Horizontal	7.25"	4.8125"
1/3 Page Vertical	2.3125"	10"
1/3 Page Box	4.75"	4.8125"

Co-op Ad Sizes	Horizontal dimension	Vertical dimension
Full Page Co-op	7.5"	8.125"
2/3 Vertical Co-op	4.9375"	8.125"
1/2 Page Horizontal Co-op	7.5"	4"
1/3 Page Vertical Co-op	2.375"	8.125"
1/3 Page Box Co-op	4.9375"	4"
1/6 Page Vertical Co-op	2.375"	4"
1/6 Page Vertical Destinations	2.375"	4.25"
1/4 Page Vertical Arts	3.5"	4.5"
1/2 Page Horizontal Arts	7.5"	4.5"
1/2 Page Vertical Arts	3.5"	9.5"

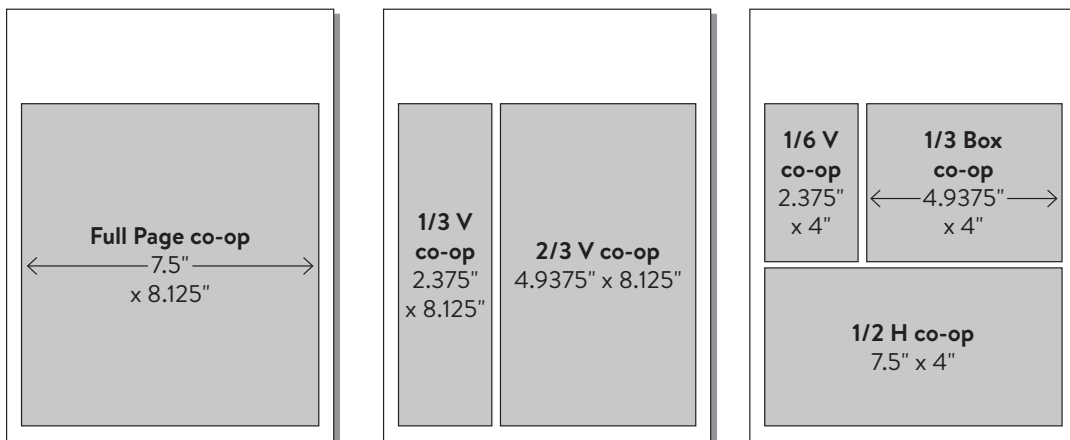
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## Display Ads

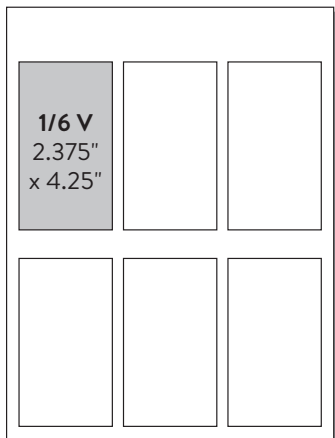


## Co-ops & Special Sections

includes: all city and county co-op sections, Holiday Gift Guide, Made in NC Guide, & NC Coast Host



## Destinations



## Arts Co-op

