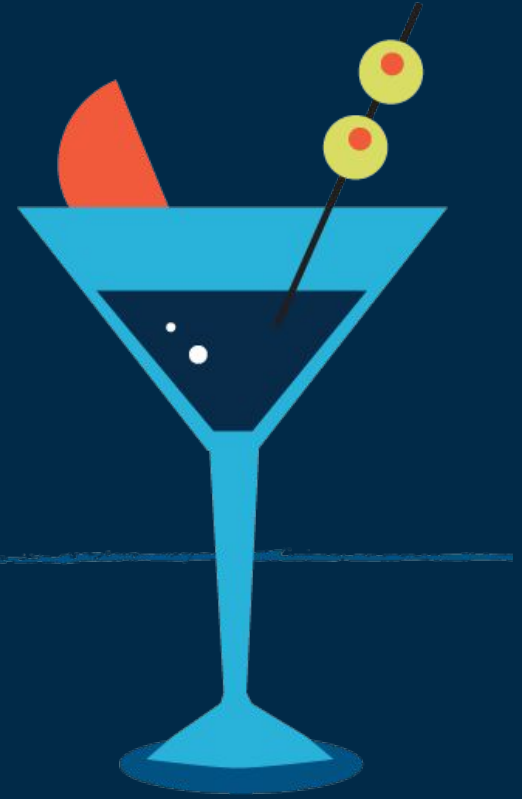


**PROVI**

# Production Specs

2024



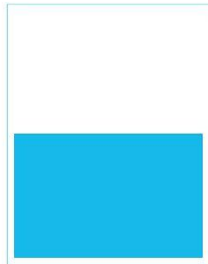
# BEVERAGE MEDIA PRINT MECHANICAL SPECS

## FULL PAGE



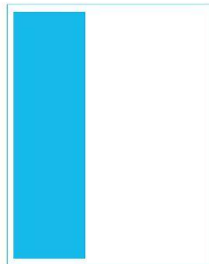
8 1/4" x 10 7/8"  
(8.25" x 10.875")

## 1/2 PAGE



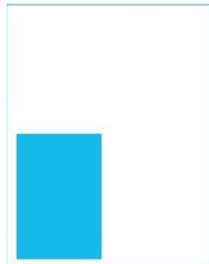
7 1/4" x 4 7/8"  
(7.25" x 4.875")

## 1/3 PAGE



2 3/8" x 9 7/8"  
(2.375" x 9.875")

## 1/4 PAGE



3 1/2" x 4 7/8"  
(3.5" x 4.875")

## SPINE AD



Spine Live Area: live area needs to stay approx. 7"W in the center of spine. Neutral area on the ends for book title & month dates. At least 1/8" safety from within trim.

## NY SPINE:

10 7/8" W x 15/16" H  
(10.875" W x 0.9375" H)  
At least 1/8" bleed all around

## NJ SPINE:

10 7/8" W x 1.0" H  
(10.875" W x 1.0" H)  
At least 1/8" bleed all around

## Electronic File Specifications

Materials necessary for quality offset printing can be submitted Electronically. Electronic files can be accepted in the following formats: Hi-resolution Adobe Acrobat PDFx-1A, Adobe Creative Cloud In-Design, Illustrator, Photoshop formats. Include all printer/screen fonts and linked artwork. All artwork should be saved as TIFF, JPEG or EPS, with a minimum of 300 dpi resolution. Color artwork should be in CMYK mode. Digital color proofs or laser file printouts must accompany all files sent.

## Full Page Bleed size:

8 3/4" x 11 3/8"

## 2-Page Spread Bleed size:

17 1/2" X 11 3/8"

Supply spread ads as singles pages. Keep live matter 1/4" from trim edge and 3/8" from gutter trim.

## Accepted Media

Hi-Res PDF files are preferred. E-mail files are accepted, but must be no larger than 30MB. Files can also be sent via file transfer service (Dropbox, Google Drive, WeTransfer, etc.) All materials to be received no later than the 5th of the month prior to the issue date.

To send material, request deadline extensions, and production questions please contact:

Larry Lee  
Publishing Operations  
SevenFifty Daily  
Beverage Media Group  
larry.lee@provi.com



# SEVENTIFTY DAILY DIGITAL SPECS

## BRAND PROFILE

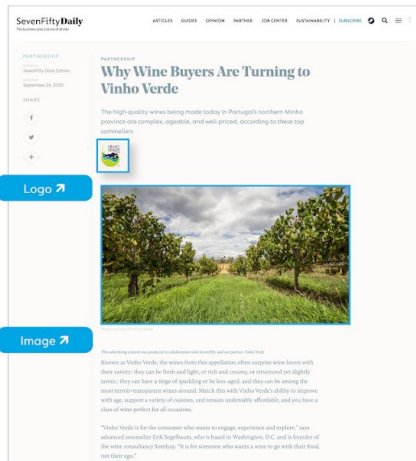


Brand Hero Image: 1536x1152

Brand Logo: 100px height  
HEX BG Color F7F4EF

Secondary Image: 2520x1420

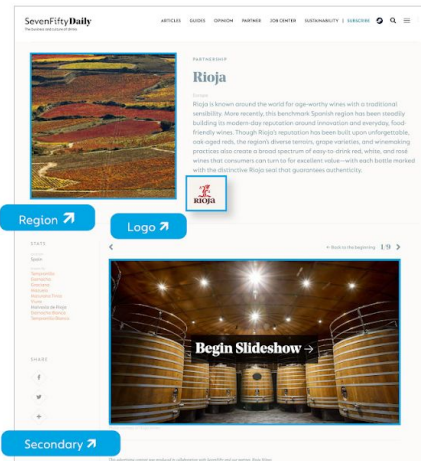
## FEATURE



Feature Hero Image: 2520x1420

Brand Logo: 100px height  
HEX BG Color F7F4EF

## REGIONAL GUIDE



Region Hero Image: 1536x1152

Secondary Image: 2520x1420

Brand Logo: 100px height  
HEX BG Color F7F4EF



# SEVENTY DAILY / PROVI DIGITAL SPECS

## SFD Homepage Banner / SFD Dispatch Banner

### SFD Homepage:



**File Type:** .JPEG & .PNG

**File Size:** Max 150kb

**Dimensions:** Desktop 1300x150; Mobile 328x90

### SFD Dispatch Newsletter:



**File Type:** .JPEG & .PNG

**File Size:** Max 150kb

**Dimensions:** At least 728x90

## Provi Fixed & Biddable Display Ads

**File Type:** .JPEG & .PNG

**File Size:** Max 2.5MB

**Resolution:** At least 3200px wide (mobile and desktop)

**Aspect Ratio (desktop)\*:** 8:1 (3200 x 400)

**Aspect Ratio (mobile)\*:** 4:1 (3200 x 800)

*\*both sizes required*

**8:1 (3200 x 400)**



**4:1 (3200 x 800)**

