

Ad and Logo Artwork Submission Guidelines and Specifications

Ad and Logo Artwork Required Format

- **High resolution PDF files** are preferred with all fonts embedded. Also will accept **.eps, .ai, .jpg, .psd, or .tif** formats
- CMYK (four color process)
- 300dpi (dots per inch) resolution
- Supply any linked images or photos
- Fonts changed to outlines for vector based files (.eps, .ai)
- NO internal image compression (lzw, jpg)
- NO Mac files that cannot be open on PC
- NO printer's marks (i.e. crop marks)
- NO header or footer information
- NO graphics or text that are not part of ad
- NO crop marks

Ad and Logo Submission

Please e-mail artwork to:

Andrea Mullaney

Marketing Director

andrea@casinocity.com

+1 617-332-2850 (Ext. 135)



Advertising Specifications

Ad Options	Trim Size (w x h)	Live Area (w x h)	Bleed Size (w x h)
Quarter-Page Color	3.625" x 5"		
Half-Page Color Horizontal	7.5" x 5"		
Half-Page Color Vertical	3.625" x 10"		
Full-Page Color	8.375" x 10.875"	8" x 10.5"	8.625" x 11.125"
Double-Page Color Spread	16.75" x 10.875"	16" x 10.5"	17" x 11.125"
Inside Back Cover	8.375" x 10.875"	8" x 10.5"	8.625" x 11.125"
Inside Front Cover	8.375" x 10.875"	8" x 10.5"	8.625" x 11.125"
Back Cover**	8.375" x 10.875"	8" x 10.5"	8.625" x 11.125"
Front Cover*	8.375" x 10.875"	8" x 10.5"	8.625" x 11.125"

* For more details about front cover or card insert specs, please contact our director of sales.

** For back cover ad, please do not place any important information near or within the bar code insertion area shown at right. (Area size in yellow = 2" x 1")



To reserve advertising space, contact:

Lisa Pasquarosa

Director of Sales

lisa@casinocity.com

+1 617-332-2850 (Ext. 131)

For ad and logo submission questions, contact:

Andrea Mullaney

Director of Marketing

andrea@casinocity.com

+1 617-332-2850 (Ext. 135)

Space Reservation Deadline

August 20th 2021

Artwork Submission Deadline

August 27th, 2021