



Advertising Sizing & Specs for the 2018 Birch Run Area Visitor Guide

Thank you for your interest in participating in the 2018 Birch Run Area Visitor Guide! All Business Listings and advertising must be placed through Kerning Advertising via the link below, or by emailing Christine@KerningOnline.com

www.KerningAdvertising.com/VisitorGuide

Advertising Creative

If you need design assistance with your ad, please contact Christine Welsh at (989) 233-1909. Additional charges may apply.

Acceptable File Formats

- InDesign
- Illustrator
- Photoshop
- Print-Ready PDF

Advertisements must be sized appropriately and submitted as press-quality optimized files (a minimum 300 dpi resolution), CMYK, fonts and art embedded. Cover ads must include an .25" bleed. Do not include bleed or trim marks in your file. We cannot accept any ad, photo or illustration that is in a Microsoft Word, Microsoft PowerPoint, or Microsoft Publisher document. Ads not camera-ready will be set for an additional \$25 charge.

Submit Creative Via Email

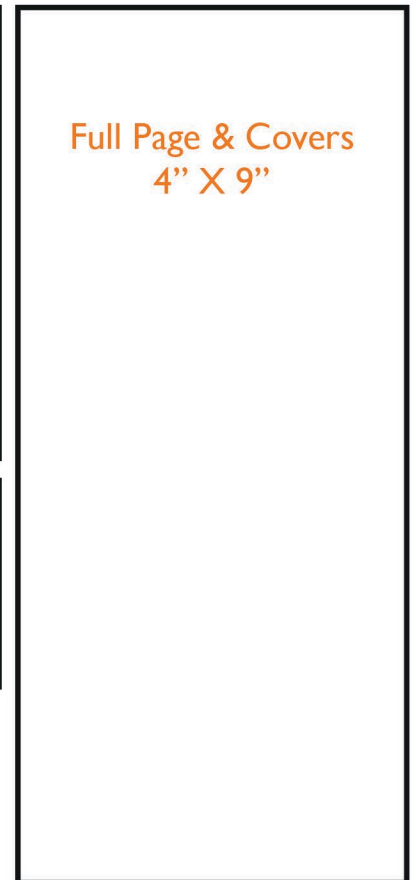
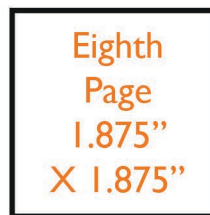
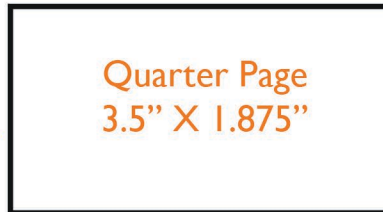
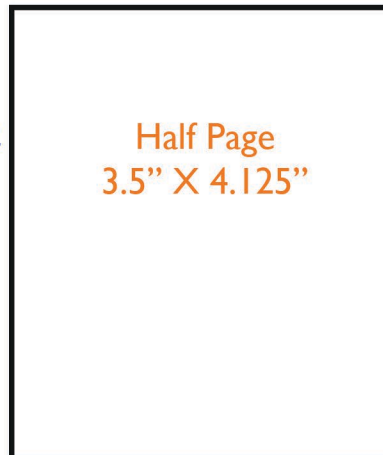
Send final artwork to Christine Welsh at Christine@KerningOnline.com by December 8, 2017. Please include your name, phone number and company name in your email.

Advertising Contact Information

Questions can be directed to Christine Welsh, Christine@KerningOnline.com or (989) 233-1909.

Advertising payments must be mailed to Kerning Advertising, 1340 Park Ridge Pte, Grand Blanc, MI 48439

**ARTWORK DUE DATE IS
DECEMBER 8, 2017**



Ad Size	Width	Height	Rate
Back Cover	4.25"	9.25"	\$1,895
Inside Covers	4.25"	9.25"	\$1,695
Full Page	4"	9"	\$1,495
Half Page	3.5"	4.125"	\$895
Quarter Page	3.5"	1.875"	\$495
Eighth Page	1.875"	1.875"	\$195