

Digital Advertising (Guidelines and Specs)

Digital Guidelines

Bacchus Tales & Company electronic advertising generated for direct transfer into our digital system. Adhering to these guidelines and direct electronic transfer ensures the printed product is of original quality. Please submit all ads as RGB, 72dpi to be exact size specified. We cannot resize original ad.

HOW TO SEND TO US – DATA DELIVERY • Submit all creatives to promoad@bacchustales.com 3 days prior to campaign launch

DIGITAL SUBMISSION DEADLINES • Ads must be in-house by electronic transfer deadline- 3 days prior to campaign.

ART & COMPONENT FILE FORMATS • JPG (.jpg) PNG (.png) TIFF (.tif)

SOFTWARE WE SUPPORT • Adobe Photoshop CS6 | Adobe InDesign CS6 | Adobe Illustrator CS6 | Adobe Acrobat X Pro

COLOR Palette colors should be saved to accept both CMYK conversions and spot color conversion if applicable. We do not support RGB color formatting.

VIRUS PROTECTION • All files are scanned for viruses. Any files found to be infected will be rejected.

QUESTIONS? Call us 504-252-0014 | email: advertise@bacchustales.com

CUSTOM ART CHARGES • Cost to create custom art; repair or clean up existing art for use in Bacchus Tales & Co. – \$75 per hour.



Large Rectangle
336px x 280px



Medium Rectangle
300px x 250px



Wide
Skyscraper
160px x 600px



Leaderboard
728x90