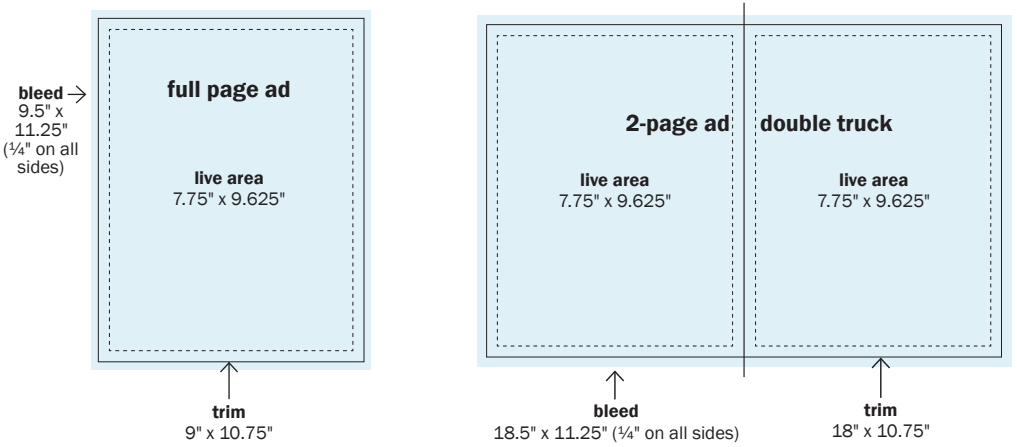
wv living
MAGAZINE
2020-2021
MEDIA KIT

WV LIVING **AD SIZES AVAILABLE**

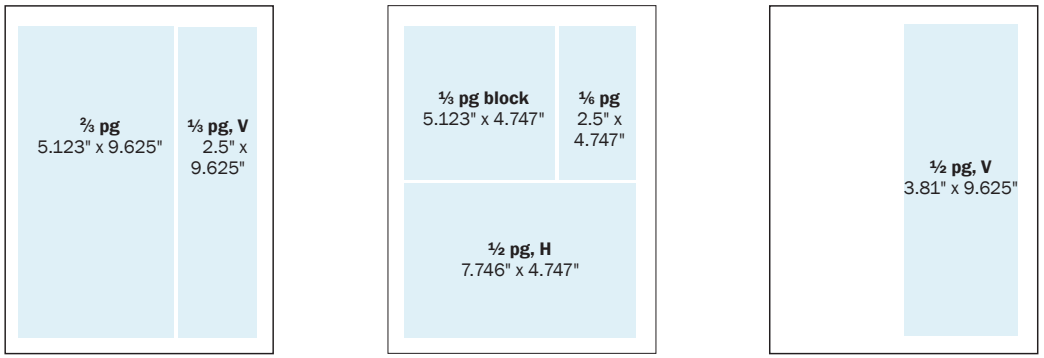
- ★ **Cover wrap**
- ★ **Back cover (full page)**
- ★ **Inside front cover (full page)**
- ★ **Inside back cover (full page)**
- ★ **Page 1 (full page)**
- **Full page**
- **2-page spread (double truck)**
- **⅔ page, vertical**
- **½ page, vertical or horizontal**
- **⅓ page, vertical or block**
- **⅙ page, vertical**

★ *indicates premium position*

AD SIZE SPECIFICATIONS



* *Images can be full bleed, but all text must stay within the "Live Area" margins in order not to fall into the gutter or accidentally get trimmed off at the edges when the final magazine is bound.*

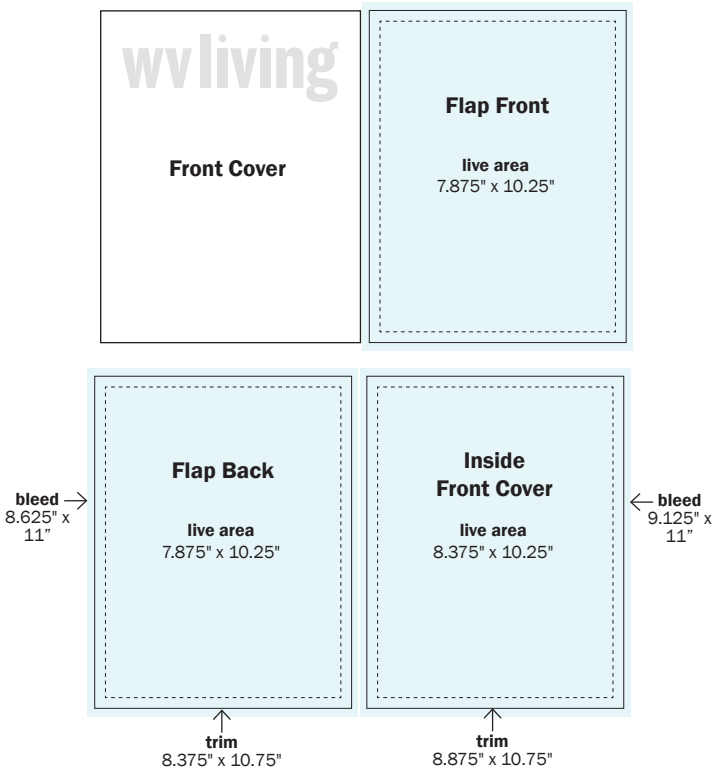


IMPORTANT NOTES

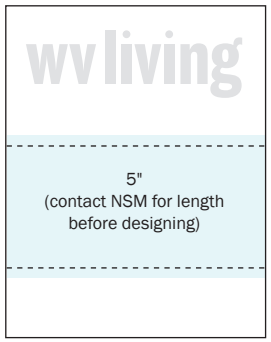
- Title ad file with the advertiser and the issue as follows: "Company_WVLivingFall20_ad."
- All ads must be submitted as high-res (300 dpi) tifs or PDFs.
- All fonts must be outlined/flattened. We will not accept ads with live or embedded fonts.
- Images can be full bleed, but all text must stay within the "Live Area" margins, as applicable. We will not be held responsible for text that is trimmed or bound into the gutter.
- Do not include crop marks.
- Advertisers will receive two opportunities to edit their ads before final placement, after which an excessive proof fee of $75 will be applied.

SPECIALTY FEATURE ADD-ON SIZES

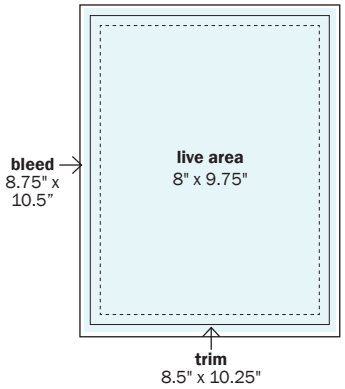
Single Gatefold Cover



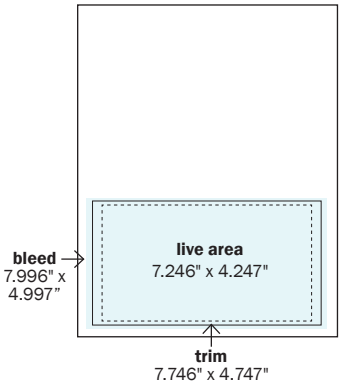
Cover Wrap / Belly Band



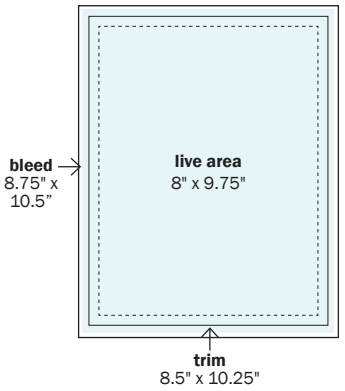
Tipping Full Size



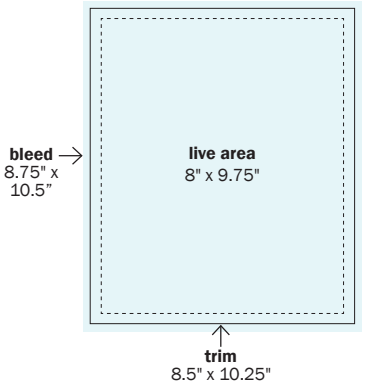
Tipping Less Than Full Size



2-Page Cover Tip

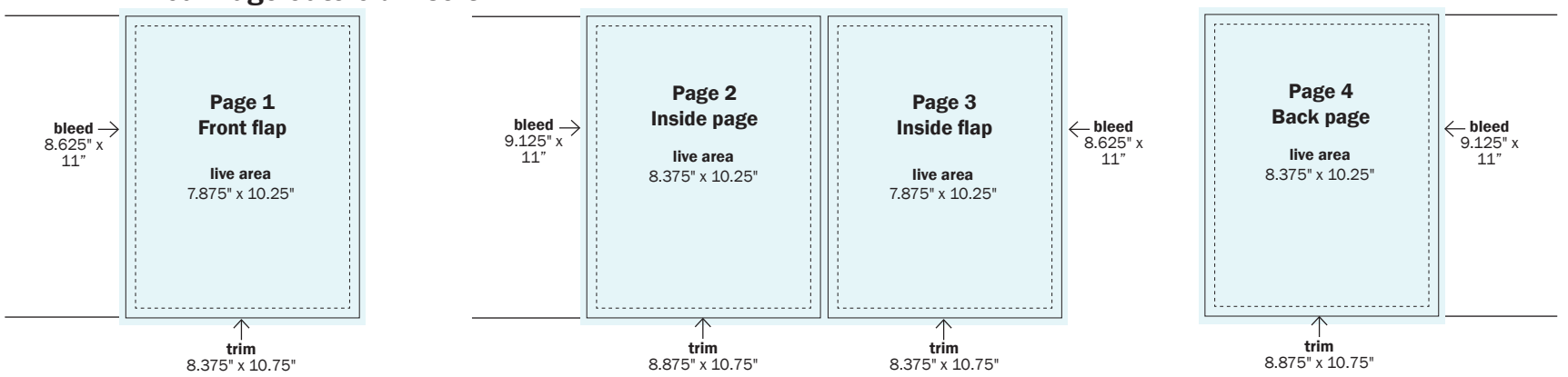
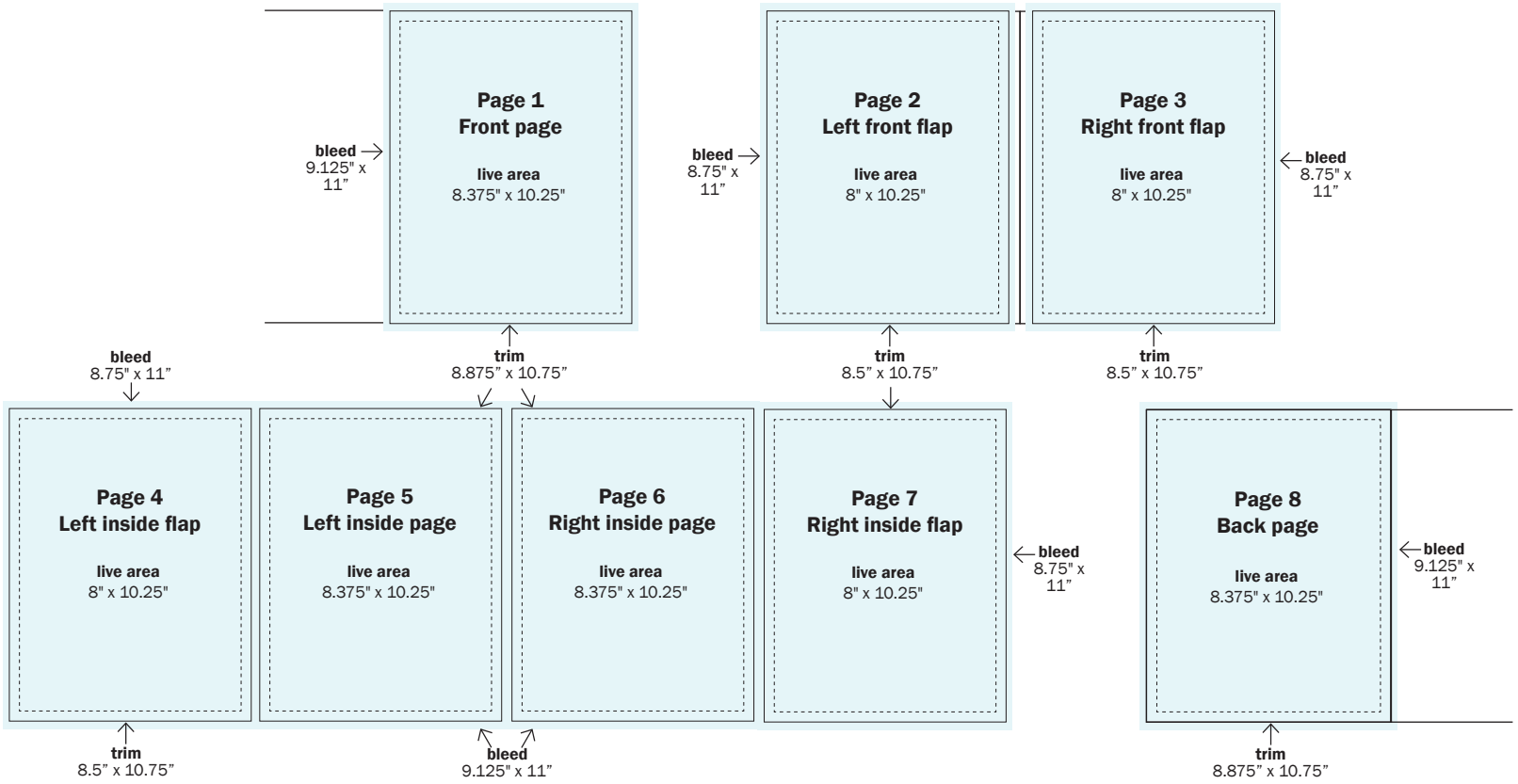


2-Page Insert Tip



SPECIALTY FEATURE ADD-ON SIZES

Four-Page Gatefold Insert



Double Gatefold Insert (8 total pages)