

Advertiser Checklist

(A handy checklist for GS & GSQ ad specifications)

Ad Specifications:

- Is art the correct size (in inches)?
 - Full page: 7.5 x 10
 - Half page: 7.5 x 5
 - Half-page vertical: 3.75 x 9.5
 - 2-page spread: 17.25 x 11.25
 - Custom 1/4 page: 4.865 x 5
 - Custom 1/2 page: 4.865 x 7.5
 - Full-page bleed: 8.625 x 11.25
 - Half-page bleed: 8.625 x 5.625
 - Quarter page: 3.75 x 5
 - 1-1/3 page: 11.375 x 11.25
 - Custom 1/3 page: 2.25 x 9.5
- Is all art for ad hi-res at full size? (300 dpi or higher)
- Is art for ad gray for GS? CMYK for GSQ?
- Do you have a printed composite of ad for GS?
- Is PDF of ad on a CD? (please no JAZ or ZIP disks)

Insertion Form Instructions:

- Is your company name correct for the Ad Index?
- Did you include the name of the ad?
- Did you specify ad for placement in GS or GSQ?
- Did you specify ad size?
- Did you specify how long the ad is to run?
 - Till the end of the contract
 - Till new ad is received
 - Run between issues/dates
 - Run in a single issue/date only
- If a pick-up, did you specify date or issue?
- Do you have a printed composite of ad to pick up?
- If using agency, did you include agency's name?

If you have any questions, go to our media kit at www.greensheet.com/media
or call Kat at 707-586-4738
or e-mail kat@greensheet.com