

weddingday

Sourcebook

Western New England's Leading Wedding Resource

The Wedding Day Sourcebook is a locally owned wedding publication and vendor resource for merchants, wedding specialists and local businesses as well as engaged couples.

The main goal of the Wedding Day Sourcebook is to share information, educate and inspire engaged couples. To promote all the amazing options for weddings that can be found in our own area and to instill the value of working with local, creative, talented wedding professionals and businesses.

We encourage advertisers and local professionals to submit images and content on various wedding related topics as well as submitting to the "Real New England Weddings" and "Behind the Scenes" features.



The Wedding Day Sourcebook is available in-print and online.

- In-print using leading edge, in-house printing technology on high quality paper stock. In-house printing allows us to print shorter, on the spot runs and make custom changes much quicker and easier.

- On-line presence includes the area's only wedding professional directory and an on-line edition of the magazine with active links, special features and extras including video segments at www.weddingsourcebook.com. Includes Facebook and Instagram promotions.



Contact Information:

The Wedding Day Sourcebook
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www.weddingsourcebook.com

Helping Western New England Brides Plan Their Wedding Since 1994

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Display Advertising—Electronic Submission Guidelines

The following guidelines will assist in preparation of electronic files for digital submission to the Wedding Day Sourcebook. If you need additional assistance, please contact Jim Powers at jim@cjccreative.com

OVERVIEW

To help ensure that your ad appears exactly as you'd like it, please follow these steps. All electronic art files should be accompanied by a hard copy proof or jpg (made from the supplied file) to ensure accurate reproduction. If no hard copy proof is supplied, client assumes risk. Final art not sent according to specification is not guaranteed to reproduce at highest quality.

ELECTRONIC DELIVERY

E-mail: jim@cjccreative.com
 E-mail files depending on file size. Maximum size for e-mail is 5MB. For files over 5MB, we will provide a Dropbox link for you. Contact our office for details.

DISK DELIVERY

We prefer that your ad be submitted electronically via e-mail or Dropbox.

ACCEPTABLE FORMAT

PDF is the preferred format for final submission of ads.

PDF REQUIREMENTS

- Adobe Acrobat Distiller setting PDF/X-1a.
- Embed all graphics.
- Embed all fonts. If fonts are converted to outlines or Paths, our online issue conversion software will not recognize any web links to convert to online clickable links.
- For best results, use resolutions of 300 dpi for photos, and 1200 dpi or vector for line art.
- Ruled lines no smaller than 0.33 pts.
- Use TIFF and EPS graphics in layouts.
- Indexed color is not acceptable and is for Web use only. It will not separate correctly.
- All graphics/photos must be specified as CMYK — RGB is not acceptable.
- Convert any spot colors to CMYK.
- Four-color black text (aka: Registration, or Rich Black) is not acceptable. Please use 100% black.

AD SIZE

To ensure that your ad appears as you intend, create the ad according to the specifications below. Ads not built to exact dimensions may end up distorted to fit the ad space purchased.

UNACCEPTABLE FORMATS

JPEG, BMP, GIF, and PNG formats are designed for Web graphics and are not acceptable for print ads. Word, Works, and Publisher files are not acceptable for quality press output. Quark and PageMaker native file formats are not accepted. Please export your ad as a PDF with graphics and fonts embedded. Photoshop files are raster based. This means that if they need to be resized their quality will deteriorate. Photoshop EPS files are not ideal for text unless they are saved at 800 dpi or higher, which increases file size.

PLATFORM STATEMENT

The Wedding Day Sourcebook is produced in a Microsoft Windows environment using Adobe products.

CONTACT INFORMATION

For questions about the technical design and submission of ads, please contact Jim Powers at jim@cjccreative.com

Ad Type	Ad Size WxL	Orientation	Regular	SPECIAL	Issue	Release Date	Ad Deadline
1/4 Page Display Ad	3.75" x 5.00"	Portrait	\$350	\$175	Winter 2025	January 1, 2025	12/15/24
1/2 Page Display Ad	7.625" x 5.00"	Landscape	\$500	\$250	Spring 2025	March 1, 2025	2/15/25
1/2 Page Display Ad	3.75" x 10.125"	Portrait	\$500	\$250	Summer 2025	June 1, 2025	5/15/25
Full Page Display Ad	7.625" x 10.125"	Portrait	\$900	\$450	Fall 2025	November 1, 2025	10/15/25

