

# Our State

CELEBRATING NORTH CAROLINA

## 2021 ADVERTISING REQUIREMENTS AND DEADLINES

### Dimensions

---

Full Page	8.25" x 10.875"
+ .125" bleed all sides; safety from trim: .5"	
1/2 Page Vertical	4.75" x 7.5"
1/2 Page Horizontal	7.25" x 4.8125"
1/3 Page Vertical	2.3125" x 10"
1/3 Page Box	4.75" x 4.8125"
1/6 Page Destinations	2.375" x 4.25"

Note: The trim size of *Our State* is 8.25" x 10.875".

### Digital Transmission

---

Email: [ads@ourstate.com](mailto:ads@ourstate.com)

Upload: [ourstate.wetransfer.com](http://ourstate.wetransfer.com)

### Deadlines

---

Issue	Ad Space	Ad Materials
January	October 23	October 30
February	November 20	November 30
March	December 31	January 8
April	January 29	February 5
May	February 26	March 5
June	March 26	April 2
July	April 30	May 7
August	May 28	June 4
September	June 25	July 2
October	July 30	August 6
November	August 27	September 3
December	September 24	October 1

### File Specifications

---

- Ads must be submitted as a high-resolution, print-ready PDF (exported using the PDF/X-1a:2001 setting) or a high-resolution TIFF.
- All images must be CMYK at 300 dpi. No spot colors, RGB, LAB, or INDEX color elements.
- All fonts must be properly embedded or converted to outlines.
- We cannot assume responsibility for digital ads supplied without a color proof. We recommend SWOP-certified proofs.

rev. 09/23/20

Mailing Address:  
Post Office Box 4552  
Greensboro, NC 27404

Street Address:  
800 Green Valley Road, Suite 106  
Greensboro, NC 27408

Tel. (336) 286-0600  
or (800) 948-1409  
Fax (336) 286-0100