



Rocket Men, LLC
2912 Whispering Hills Drive | Atlanta, GA 30341
678.580.5529 | www.pocketrocketguide.com

This document provides the necessary dimensions for display ads and the data available for directory listings. Please follow the specifications below when submitting advertisements. For ads created by Rocket Men, LLC please review the Creative Design Services section to help with creating your advertisement.

ADVERTISING INFORMATION

Display Advertisement	Ad Size	Notes
Full Page	3.85"x5.1"	
Full Page (Bleed) Inside Cover	4.5"x 5.75"	1/8" bleed
Half Page (Landscape)	3.85"x2.5"	
Half Page (Portrait)	1.85"x5.1"	
Quarter Page	1.85"x2.5"	
2 Page (Bleed) Centerfold	8.75"x5.75"	1/8" bleed off the page
Back Cover	4.5"x5.75"	1/8" bleed off the page

Directory/Business Listing:

Bar Guide/Byline: Listing Additional Web URL and info (up to 30 Characters)

Good Eats Listing: Name, Phone, Address, Web URL, Info, and Try

Stuff Listing: Name, Phone, Address, Web URL, What (up to 80 Characters)

Taxi Cab Sponsorship: Multiple Ad placements; Name & Phone/Logo Image

Production Requirements

Advertisements may be emailed to joshua@pocketrocketguide.com or online submittal to <http://www.pocketrocketguide.com/forms.htm>. They may also be or delivered on CD/DVD or USB drive

- Advertisements must be .jpg, .gif, .tiff, .png, or .pdf file format and can be single or multi-layered
- Camera-ready art is accepted and will be scanned in at 300 dpi
- All images received by email should be less than 4MB
- All images larger than the specified Advertising space will be resized to the largest aspect ratio

Creative Design Services

When inquiring for Creative Design Services please consider the following:

Other Uses: If the advertisement is to be used for other purposes, please provide the largest size needed. It minimizes efforts starting with the largest size and resizing down.

Image: Any image required for use in Ad Creation needs to be submitted – background, logo, subject image. Please submit an image with a large resolution to ensure a nice finished product. If you have an idea for a stock image, please review www.istockphoto.com and submit the link or the image number. We will incorporate the image and a fee will be added to your invoice. Please note that Vector images (Graphics) will be more expensive based on the image.

Font: If a logo needs to be recreated with a specific font, please provide that font to us. Also, any place where a special font is needed that will also need to be specified.

Description: Please let us know if you have a desired look and feel for your advertisement. The better the description the easier it may be to create your advertisement. Let us know about layout preferences and orientation, etc.

*All Creative Design Services are subject to a \$30 per hour charge. Each job will be quoted and agreed upon by both parties before starting. Creative Design Services may include: advertising design, advertising campaign creation, logo design, posters/banners, pamphlets, letter head, and advertisements for other publications.