



Display Advertising

Our most popular form of advertising, our clients enjoy the quality of a digitally produced publication with full-color capabilities. While nearly all of the other publications in our area are printed on newsprint, *The Village Voice of Ottawa Hills* is printed on 50# Finch Opaque white offset smooth paper. The result is ads that are sharper, and colors that are brighter, crisper, and more vivid.

The Village Voice welcomes ads designed by business and marketing firms. We also offer our own design service. For a modest fee, our design staff can help design an advertisement that best meets your business needs.

MECHANICAL REQUIREMENTS:

- ❖ All photos must be at 300 dpi
- ❖ All color ads must be CMYK
- ❖ Ads submitted electronically must be PDFs
- ❖ 1 column = 2.3125"
- ❖ 2 column = 4.875"
- ❖ 3 column = 7.5"

For further information please see the Display Advertisement Contract and the Display Advertisement Production/Deadline schedule.