

Ad Templates

Ads in the Ditchmen magazine and member directory all follow the same basic formatting, depending on ad size and placement.

Ad Placement

Ads placed in the Ditchmen magazine will be listed on the contents page under Advertisers, in alphabetical order, with page numbers. The order of ads in the magazine itself is random, depending on where fitting pages fall. Your ad may be placed on a blank white page, or a special page like this one. This depends on whether you follow the submission guidelines correctly.

Ad Sizes

Ad sizes include a quarter page, half page, full page, and business card. Templates for each are available on the next few pages. Please note that all pages have a 36px margin on all sides to support more printers. **Your ad should not include this margin, or any other margin.**

Ad Submission File Formats

Ads should be submitted in one of the following formats, with the better formats listed first.

- **.ai** - Adobe Illustrator
- **.psd** - Adobe Photoshop
- **.pdf** - Adobe PDF
- **.svg** - Vector Graphic
- **.png** - Low Compression Raster
- **.bmp** - Low Compression Raster
- **.jpg** - Low Quality Raster

The files are produced at 150dpi, so plan accordingly.

Ad Help

For help with billing, please [contact the NUCA of Florida staff directly](#). For technical or specification help, [contact the NUCA of Florida webmaster](#) on the technical help page.

Quarter-Page

Width: 270px

Height: 360px

Half-Page

Width: 540px

Height: 360px

Full-Page

Width: 540px

Height: 720px

Business Card

Width: 178px

Height: 100px