

# G&G



## G&G WEDDINGS

*MEDIA KIT*

2025

# RATES & AD PLACEMENTS

## STATIC SINGLE PAGE AD

INVESTMENT: \$10,000

**Desktop** 3,000x4,000px

**Tablet** 3,000x4,000px

**Mobile** 3,000x5,000px

## SINGLE PAGE GIF/MOTION

INVESTMENT: \$11,250

**Desktop** 3,000x4,000px

**Tablet** 3,000x4,000px

**Mobile** 3,000x5,000px

## SINGLE PAGE EMBEDDED VIDEO

INVESTMENT: \$12,500

**Desktop** 3,000x4,000px

**Tablet** 3,000x4,000px

**Mobile** 3,000x5,000px

## STATIC SPREAD

INVESTMENT: \$20,000

**Desktop** 6,000x8,000px

**Tablet** 3,000x4,000px

**Mobile** 3,000x5,000px

## SPREAD GIF/MOTION

INVESTMENT: \$21,250

**Desktop** 6,000x8,000px

**Tablet** 3,000x4,000px

**Mobile** 3,000x5,000px

## SPREAD EMBEDDED VIDEO

INVESTMENT: \$22,250

**Desktop** 6,000x8,000px

**Tablet** 3,000x4,000px

**Mobile** 3,000x5,000px

## AD CLOSE:

SEPTEMBER 1

## MATERIALS DUE:

SEPTEMBER 15

NOTE: All motion/video assets must be provided.

Digital Branded Content opportunities are available, talk to your Sales Representative.



# DIGITAL AD SPECIFICATIONS

## GENERAL INFORMATION

**Publication Size:** 3,000x4,000 pixels

**Safety:** 2,750x3,750 pixels

**Image Resolution:** 300 dpi

**Color Space:** RGB

## ALTERNATE AD SIZINGS

*Advertisers must submit two separate brand ads. One at publication size and one sized for mobile to ensure optimal viewing. In some cases a third size may be necessary. Please refer to the ad upload checklist (next page) to reference requirements for your ad placement.*

## ACCEPTABLE FILE FORMATS

**Image:** JPG, PNG, WEBP

**Motion/Video:** MP4, GIF (5MB or less), or support for YouTube/Vimeo embedded videos

**PDF/X-1a:** The PDF/X-1a must be made from a PostScript file with all fonts and high-resolution images embedded. Ensure that all elements are a minimum of 300 dpi and 100% in size.

## COMMON AD PROBLEMS TO AVOID

*Please check your ad for these errors before uploading:*

- Incorrect dimensions
- Text outside of the safety area (too close to edge)
- Low-resolution images
- Images not converted to RGB

## BEST PRACTICES

- Avoid QR codes if possible (if user is viewing on their phone, they will not be able to scan)
- Font size should be 16pt or larger for legibility
- Ensure there is enough color contrast between text and background

## WE WANT YOUR AD TO PREVIEW CORRECTLY

*Late ads with problems or last-minute changes increase the chance of error. Please make every effort to deliver your materials on time and to our specifications.*

## CHANGING YOUR AD

*Any ad intervention requested by the advertiser and/or required by our production team may result in additional charges to the advertiser.*

## DISCLAIMER

*G&G Weddings is dedicated to ensuring the best ad reproduction. Please follow this information carefully to ensure that your ad meets stated specifications. We cannot take responsibility for materials that are not in accordance with these specifications.*

**FOR MORE INFORMATION, PLEASE CONTACT YOUR SALES REPRESENTATIVE OR  
ADVERTISING@GARDENANDGUN.COM**

# AD UPLOAD CHECKLIST

## AD DELIVERY

*We require that ads be uploaded to our simple and secure ad portal, which will ensure that they meet our specifications before going live. <https://www.gardenandgun.com/adupload>*

## FILE NAMES

*Ad file names should include the advertiser name, the digital device the ad is sized for, and the ad placement.*

*Ex. AdvertiserName\_Desktop\_StaticSinglePage*

## STATIC SINGLE PAGE AD

Upload at publication size (3,000x4,000px)

Upload alternate mobile size (3,000x5,000 px)

## SINGLE PAGE GIF/MOTION

Upload at publication size (3,000x4,000px)

Upload alternate mobile size (3,000x5,000px)

Ensure files are 5mb or less

## SINGLE PAGE GIF/MOTION

Upload at publication size (3,000x4,000px)

Upload alternate mobile size (3,000x5,000px)

Upload video file to be embedded in ad

## STATIC SPREAD

Upload at spread publication size (6,000x8,000px)

Upload alternate mobile size (3,000x5,000px)

Upload alternate tablet size (3,000x4,000px)

## SPREAD GIF/MOTION

Upload at spread publication size (6,000x8,000px)

Upload alternate mobile size (3,000x5,000px)

Upload alternate tablet size (3,000x4,000px)

Ensure files are 5mb or less

## SPREAD EMBEDDED VIDEO

Upload at spread publication size (6,000x8,000px)

Upload alternate mobile size (3,000x5,000px)

Upload alternate tablet size (3,000x4,000px)

Upload video file to be embedded in ad