

ADVERTISEMENT SIZES & FILE PREP

MAGAZINE AD SIZES

SIZE	DIMENSIONS
FULL SPREAD	16.75" (w) x 10.875" (h) (add .125" bleed)
FULL PAGE	7.25" (w) x 9.5" (h)
FULL PAGE BLEED	8.375" (w) x 10.875" (h) (add .125" bleed)
HALF PAGE	
VERTICAL	3.5" (w) x 9.5" (h)
HORIZONTAL	7.25" (w) x 4.625" (h)
QUARTER PAGE	3.5" (w) x 4.625" (h)

NEWSPAPER AD SIZES

SIZE	DIMENSIONS
FULL PAGE	9.75" (w) x 13.75" (h)
HALF PAGE	
LONG VERTICAL	4.75" (w) x 13.75" (h)
VERTICAL	7.25" (w) x 9" (h)
HORIZONTAL	9.75" (w) x 6.75" (h)
QUARTER PAGE	
LONG VERTICAL	2.25" (w) x 13.75" (h)
VERTICAL	4.75" (w) x 6.75" (h)
HORIZONTAL	7.25" (w) x 4.5" (h)
SIXTH PAGE	4.75" (w) x 4.5" (h)
EIGHTH PAGE	
VERTICAL	2.25" (w) x 6.75" (h)
HORIZONTAL	4.75" (w) x 3.25" (h)
SIXTEENTH PAGE	
VERTICAL	2.25" (w) x 3.25" (h)
HORIZONTAL	4.75" (w) x 1.5" (h)

DIGITAL AD SIZES

(sizes are in pixels)

SIZE	DIMENSIONS
BILLBOARD	970 x 250
LARGE LEADERBOARD	970 x 90
LEADERBOARD	728 x 90
MOBILE	320 x 50
IN LINE	400 x 225
SKYSCRAPER	300 x 600
BANNER	300 x 250

DIGITAL AD SPECIFICATIONS

- Maximum file size accepted is >1 MB
- Acceptable file formats: GIF, JPG, PNG
- All colors saved in RGB for web
- Maximum image size, 40K
- Animated GIF or PNG format, 3x loop limit.
- One URL per ad unit

FILE PREP FOR CAMERA READY ADS

Advertisers can reach maximum quality for newsprint in our papers by following these instructions.

- All files should be PDFs
- PDFs saved as version 1.3 (Acrobat 4.0), recommended PDF
- Preset is PDF/X-1a:2001 when generating the PDF file
- Photo resolutions in advertisement and ad itself should be 300 dpi
- All colors must be CMYK or Grayscale.
- Pantone colors will not be accepted. Please check in Output Preview
- Black type must be black only (C=0, M=0, Y=0, B=100), not Registration or Rich Black
- Maximum ink density 240%
- (Cyan 60%, Magenta 50%, Yellow 50%, Black 80%)
- All fonts must be embedded
- PDF document size should match specs for desired ad size.
- Consult our product size tables to set your document size
- Transparencies must be flattened
- Dot-gain set to 30%