

Ad Specifications

THE WEST "O" • THE MIDTOWN "O" • SARPY SUN

FILE FORMATS

Adobe Acrobat PDF (preferred)

Files from the following software:

- Adobe Illustrator – Native file or EPS
- Adobe Photoshop – Native file, TIFF or EPS
- Adobe InDesign v2.0 – Native file or EPS
- QuarkXpress v5.0 – Native file or EPS

Non-PDF files must include all support art and fonts. All linked TIFFs, EPS files, logos, etc. and all fonts used in the ad – including fonts used to create EPS files. Be sure to include both printer and screen fonts.

Color ads require CMYK color files. All colors (spot, Pantone, RGB, etc.) must be converted to CMYK.

Non-digital ad materials (hard copies, veloxes, etc.) will be scanned, which may result in a loss of quality. The best reproduction is achieved sending files created in one of the programs listed above.

DELIVERY OPTIONS

FTP

Internet FTP requires a password. Contact your Account Executive for access details

Email or other 3rd Party Distributor

Please send all emails directly to your Account Executive.

Disk

- CD-ROM (650MB)
- DVD-ROM (4.7GB)

Always send/include hard copy for verification.

PRINT SPECIFICATIONS

Reverse Type

Reverse type should be at least 6 pt. (bold) or 8 pt. (regular.)
Sans Serif fonts reproduce more clearly

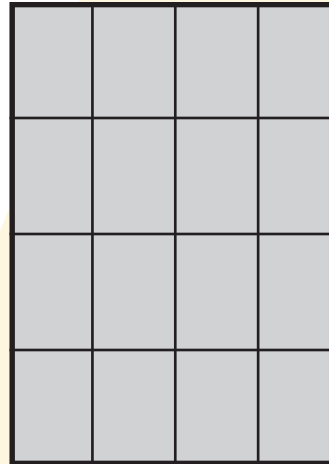
Scanning

170-200 dpi (dots per inch) Images should be scanned as close to final reproduction size as possible. Restrict scaling to no more than 20% for best quality.

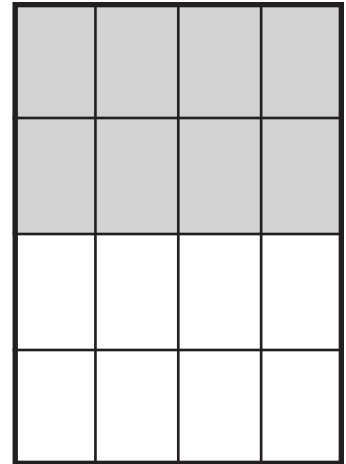
Size of Ad

The quality of reproduction may be diminished if resizing is required. Please verify column widths.

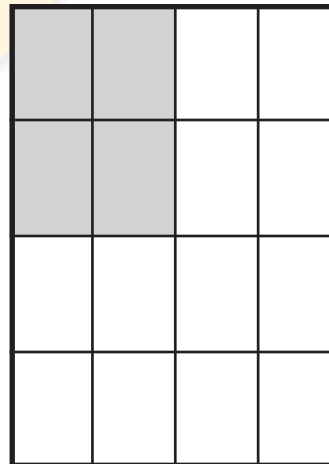
FULL PAGE AD
10.25" WIDE X 13.155" TALL



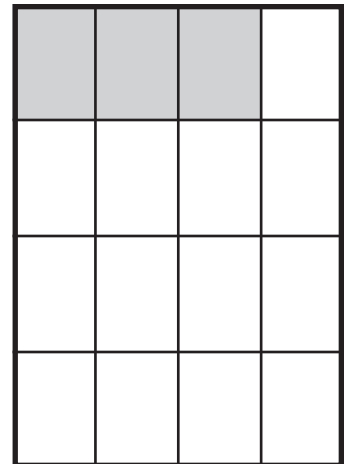
HALF PAGE AD
10.25" WIDE X 6.668" TALL



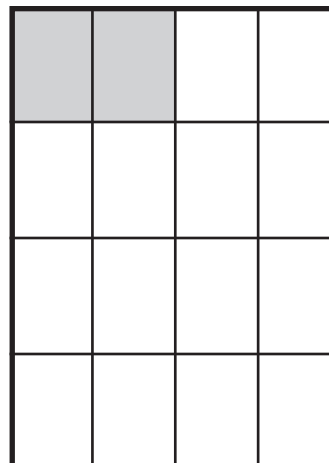
QUARTER PAGE AD
5.063" WIDE X 6.668" TALL



FIFTH PAGE AD
7.656" WIDE X 3.271" TALL



EIGHTH PAGE AD
5.063" WIDE X 3.271" TALL



SIXTEENTH PAGE AD
2.465" WIDE X 3.271" TALL

