

# AD SPECIFICATIONS

## DEADLINES:

**Publication:** Monthly

### SPACE RESERVATION:

5 p.m. the 15th of the preceding month

### DISPLAY & CLASSIFIED AD COPY DUE:

5 p.m. the 15th of the preceding month

### CAMERA-READY DUE:

5 p.m. the 20th of the preceding month

## SUBMITTING ADS:

All files must be provided on CD-ROM or e-mailed to art@outandaboutnewspaper.com. Please call with any additional format questions.

## FILE FORMATS REQUIREMENTS:

### PDF FILES (preferred)

All fonts and images embedded. (300 dpi)

### TIFF & JPEG FILES

Photoshop / Quark Files (200 dpi)

### EPS FILES

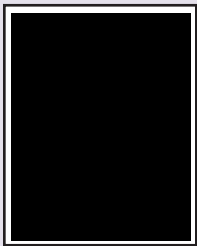
Adobe Illustrator for Mac/PC Version 10.0 or lower.

## UNACCEPTABLE FILE FORMATS:

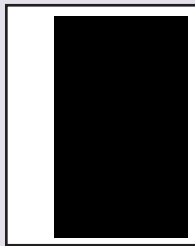
### COREL DRAW, MICROSOFT PUBLISHER, POWERPOINT, OR FILM

Artwork is considered camera-ready if it is in black and white print, designed to size and does not require any enlargement, reduction or layout. Please include all fonts and images.

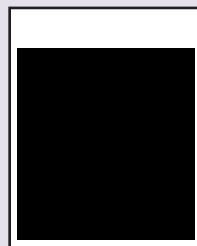
Color ads must use the CMYK color space (never RGB) for newsprint. Avoid the use of process black for color ads. Plate shifting may produce undesirable results. Build blacks as 0% cyan, 0% magenta, 0% yellow, and 100% black.



**FULL PAGE**  
10" x 11.25"  
(60p x 68p)



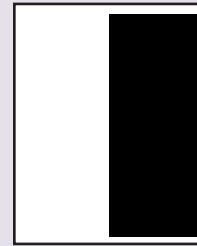
**3/4 VERTICAL**  
7.375" x 11.25"  
(44p9 x 68p)



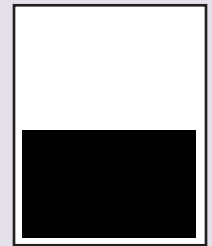
**3/4 HORIZONTAL**  
10" x 8.375"  
(60p x 50p9)



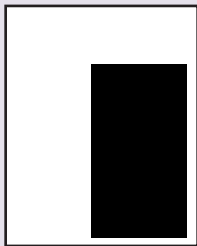
**JUNIOR PAGE**  
7.375" x 8.375"  
(44p9 x 50p9)



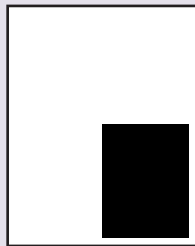
**1/2 VERTICAL**  
4.875" x 11.25"  
(29p6 x 68p)



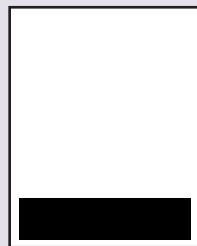
**1/2 HORIZONTAL**  
10" x 5.5"  
(60p x 33p6)



**3/8 VERTICAL**  
4.875" x 8.375"  
(29p6 x 50p9)



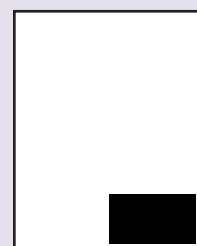
**1/4 VERTICAL**  
4.875" x 5.5"  
(29p6 x 33p6)



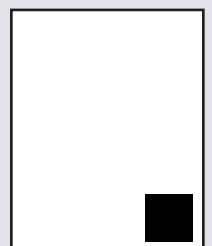
**1/4 HORIZONTAL**  
10" x 2.625"  
(60p x 16p3)



**1/8 VERTICAL**  
2.375" x 5.5"  
(14p3 x 33p6)



**1/8 HORIZONTAL**  
4.875" x 2.625"  
(29p6 x 16p3)



**1/16 VERTICAL**  
2.375" x 2.625"  
(14p3 x 16p3)