



THE COURIER-GAZETTE

THE CAMDEN HERALD

THE REPUBLICAN JOURNAL

Mechanical Specifications

AD ELEMENTS

- We accept the following files: pdf, tif, jpg, eps and doc (Word docs for text only).
- Photos:** Should be sized proportionally for the ad and the resolution should be 150–200 pixels per inch. Use the large or high quality settings for best reproduction. Do not send photos intended for web pages as they reproduce very poorly.
- Microsoft Word:** We cannot use a Word doc as a completed or camera-ready ad. The text and graphics will be extracted and the entire ad reset. An alternative is to copy and paste the text into an email message and send images as attachments. Or, send the ad as a font-embedded PDF.
- Graphics:** Should be submitted as hi-res jpgs, tiff, eps, or bmp formats. Do not send graphics or logos intended for web pages as a poor resolution will result.

PRODUCTION CHARGES

The first hour of production on each ad is free, each additional hour is \$75 per hour. Exceptions include our typographical errors or failure to follow specific insertion instructions.

SUBMITTING DIGITAL ADS

- We encourage you to send us all digital ads in a PDF format. To ensure the best possible output, create your PDF file to meet the PDF/1Xa standard. This is a standard setting included with Adobe Acrobat products: "Press or Print Settings".
- PDF/1Xa files should be CMYK composites with high resolution images (150 or more dpi) and all fonts outlined or embedded.
- Photos should be formatted to CMYK for print, rather than RGB. If Pantones are used, make sure they are set for Process color, not Spot.
- All black objects and black type must be saved as 100% K in CMYK black.
- Ads with white or light backgrounds should have a border around the very edge so they don't appear to be floating when printed on a white page.
- We cannot make font corrections or modifications to PDF or postscript files.

PAGE SIZE INFORMATION

Page Depth	21"
Columns per page (ROP)	6
Columns per page (Class)	9
Total column inches per page	105"

COMMON DIMENSIONS

FULL PAGE 10.5" x 21" 6 col x 21"	1/4 PAGE V 5.167" x 10.5" 3 col x 10.5"	1/6 PAGE V 3.389" x 10.5" 2 col x 10.5"	1/12 PAGE 3.389" x 5.25" 2 col x 5.25"	1/16 PAGE 5.167" x 2.63" 3 col x 2.63"
HALF PAGE 10.5" x 10.5" 6 col x 10.5"	1/4 PAGE H 10.5" x 5.25" 6 col x 5.25"	1/6 PAGE H 10.5" x 3.5" 6 col x 3.5"	1/8 PAGE H 5.167" x 5.25" 3 col x 5.25"	LG. BIZ CARD 3.389" x 2.63" 2 col x 2.63" MINI 1.611" x 2.63" 1 col x 2.63"

COLUMN WIDTHS/ROP	
COLUMNS	INCHES
1	1.611
2	3.389
3	5.167
4	6.945
5	8.723
6	10.5
Double Truck	23

COLUMN WIDTHS/CLASS	
COLUMNS	INCHES
1	1.078
2	2.256
3	3.433
4	4.611
5	5.789
6	6.967
7	8.144
8	9.322
9	10.5

CONTACT INFORMATION

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