

# PRINT SPECS 2021

## FORMAT

- PDF: Adobe Acrobat, high resolution (2400 dots per inch), press optimized, composite PDF with fonts embedded.
- Ads in page layout programs (InDesign, Illustrator, etc.) are not accepted.

## PDF SETTINGS

- Make the document/page size the same as the ad size (do not place small ads on letter size pages).
- Do not use registration or crop marks.
- Set output resolution to 2400 dots per inch (dpi).
- Embed all fonts. Do not use 2-byte, 4-byte or composite fonts.
- Images must be minimum of 200 pixels per inch (ppi).

## EMBEDDED IMAGES

- Minimum resolution requirements are 200 ppi for grayscale and 300 ppi for 4-color artwork. Images and logos from Web sites set at 72 ppi are NOT usable for print ads.
- Do not use the "Transparency" feature from InDesign or Illustrator. Create all transparencies in Photoshop.
- Ads running in black & white must have their images converted to grayscale. Do NOT use RGB or CMYK mode.

## COLOR ADS

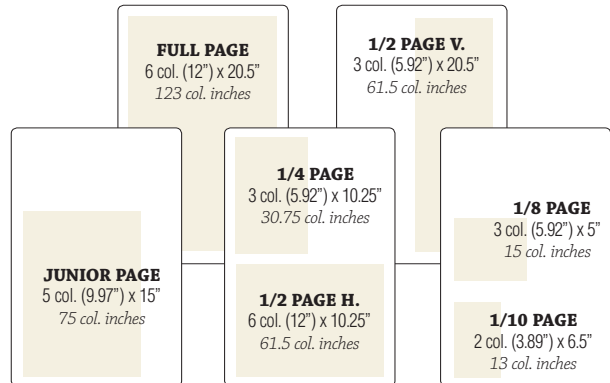
- A composite PDF file is required. Convert all colors to CMYK.
- RGB, Indexed or Pantone (PMS) colors must be converted to CMYK or they will not print.

## PRESS

- Live area: 12" x 21" (broadsheet)  
10" x 12" (tabloid)
- We do not accept bleeds.
- Line screen: 85 lines per inch  
Ink density: 4-color: 240 preferred, 260 maximum.

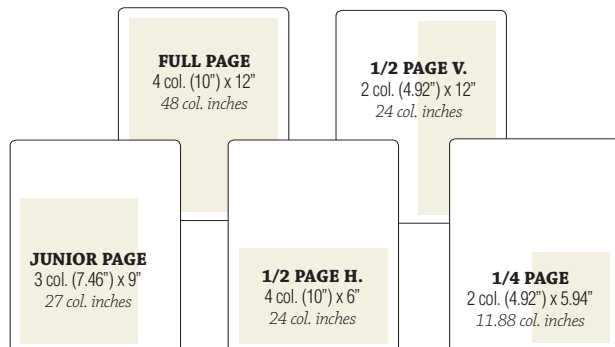
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## BROADSHEET AD SIZES



	WIDTH	HEIGHT
Full Page	12"	20.5"
Junior Page	9.97"	15"
1/2 Page Vertical	5.92"	20.5"
1/2 Page Horizontal	12"	10.25"
1/4 Page	5.92"	10.25"
1/8 Page	5.92"	5"
1/10 Page	3.89"	6.5"

## TABLOID AD SIZES



	WIDTH	HEIGHT
Full Page	10"	12"
Junior Page	7.46"	9"
1/2 Page Vertical	4.92"	12"
1/2 Page Horizontal	10"	6"
1/4 Page	4.92"	5.94"