

Technical Specifications for Electronically-Supplied Content

Article Submissions:

Copy may be submitted as an ASCII *.txt file or MS Word 2003 or earlier *.doc files. (NO *.docx)

Must be written in third-party voice (NO Commercials).

Must be limited to 200 words for a half page article and 400 words for a full-page story.

Accompanying photos or other images should follow the specifications for scanned art listed to the right.

Ad Sizes (Width X Height):

Full Page: Interior page column - 4.625" X 7.375"
Trim Size - 5.25" X 8.25"
w/Full Bleed - 5.75" X 8.75"

Half-Page: 4.625" x 3.625"

Qtr.-Page (V): 2.25" x 3.625"

Qtr.-Page (H): 4.625" x 1.75"

Eighth-Page: 2.25" x 1.75"

Sixteenth-Page Display/Classified: 2.25" x .875"

Colors:

1. Industry-Standard 4-color process (CMYK) color page
2. Interior "Spot" Color

Black, plus choice of one additional color:

Yellow (C=0, M=0, Y=100, K=0),

Green (C=100, M=0, Y=79, K=9),

Red (C=0, M=91, Y=76, K=6),

Blue (C=100, M=0, Y=0, K=0), or

Purple (C=79, M=100, Y=0, K=0).

Art not supplied in the correct colors will be converted and a conversion fee may apply.

Delivery Options:

Files accepted on these storage mediums:

- CD/DVD
- USB Flash/Thumb Drive
- Email attachment (Generally for files up to about 8 MB; All fonts and supporting files must be included or embedded. Multiple files may be compressed into one archive file.)
- FTP or download from a URL.

All disks should be marked with platform (PC or Mac), programs, and files, and should be accompanied by a hard copy printout.

Acceptable Files:

Native files from any of the following programs:*

Adobe Acrobat (*.pdf, thru ver. 10 - Press Optimized) ✓

Adobe InDesign (*.indd, *.inx - versions thru CS5) ✓

Adobe Illustrator (*.ai, versions thru CS5)

Adobe Photoshop (*.psd, versions thru CS5)

** Images embedded in these files still need to conform to the same scan & vector art specifications listed below.*

Please pay attention to your backgrounds. *If you do not want the page color to show through your ad, please add a non-transparent background to your artwork.*

Fonts:

PC or Mac: TrueType (*.ttf), OpenType (*.otf), or Postscript T1 fonts (*.pfm & *.pfb, - both screen and printer files for each weight are required). *The preference, however, would be to have all fonts embedded or converted to outlines whenever possible.*

Digital Bitmapped Image Specifications:

Grayscale or Color—300+ pixels per inch at 100% print size, 8-bit mode. RGB images will be converted to CMYK format. This may result in color shifts as the RGB format cannot be completely reproduced with 4-color process printing.

B&W Line art—1-bit B/W or monochrome, 600+ pixels per inch at 100% actual print size.

Do not scan/capture your image at a low resolution and increase it in an image editing program. The result may be blurry, with a loss of detail. DO NOT submit images embedded in an MS Word or other text based document.

Acceptable File Formats:

- TIFF (*.tif, *.tiff) ✓
- Photoshop Native (*.psd) ✓
- JPEG (*.jpg, *.jpeg)—(Avoid, or limit, compression) ✓
- Windows Bitmap (*.bmp)
- GIF
- PNG

Vector Art (i.e., Logos):

Any fonts used need to be embedded or converted to outlines.

Acceptable File Formats:

- EPS (*.eps) ✓ - with TIFF preview
- Adobe Illustrator (*.ai, *.eps, *.pdf) - thru version CS5

✓ **Preferred Format.** *Generally speaking, single image files with proper resolution, flattened layers (unless you need us to make changes) and embedded or outlined fonts work best.*