

ADVERTISING SUBMISSION GUIDELINES

CONTACT INFORMATION

All submissions should be given directly to your advertising representative. However, should problems or questions arise while you are preparing your ad for submission, please contact the Graphics Manager at (740) 363-1161. ext. 358.

MEDIA FORMATS

The Delaware Gazette Graphics Department uses a Macintosh based system. We can accept ads in the following ways:

- E-mail, Zip Disc, 3.5" Diskette, CD, FTP or AP Adsend

AD FILE FORMATS

Preferred Method

It is preferred that all ads be converted to a PDF with fonts embedded.

Alternate Methods

If you do not have the ability to create a PDF, then you may submit the ad in one of the following Mac-based native file formats:

- **Quark Express** (version 4.0 or earlier) — You must include all art and fonts used in the document
- **Macromedia Freehand** (version 7.0 or earlier) — You must include all art and fonts used in the document
- **Adobe Illustrator** (version 8.0 or earlier) — You must include all art and fonts used in the document
- **Adobe PhotoShop** (version 7.0 or earlier) — You must include all art and fonts used in the document

FONTS

Fonts must be embedded in your PDF file or they WILL NOT print correctly. When necessary, the Graphics Department may substitute a font in order to meet deadline requirements.

PHOTO IMAGE FORMATS

- Photo images (whether scanned or created by a digital camera) may be submitted to accompany your ad file.
- All images must be a MINIMUM of 200 dpi. Anything less will not reproduce correctly.
- All color files must be saved as CMYK composites. RGB, Pantone or color separations WILL NOT be accepted.
- We accept the following formats for photo images: .EPS, .GIF, .JPG, .TIF

PROOFS

If requested, ad proofs will be sent as a PDF attachment. Please note, proof PDF's are sent in low resolution and are NOT an indication of actual printing quality. If you need a PDF viewer, you may download a free copy of Acrobat Reader® from the Adobe® Web site. (www.adobe.com) Proof corrections not returned by deadline will be considered okay for publication.

COLUMN SIZES

RETAIL			CLASSIFIED DISPLAY		
SizeInches	..Picas	SizeInches	..Picas
1 col.1.83310p11	1 col.1.3448p1
2 col.3.79222p9	2 col.2.81316p11
3 col.5.7534p6	3 col.4.28125p8
4 col.7.70846p2	4 col.5.75034p6
5 col.9.66758p	5 col.7.21943p4
6 col.11.62569p9	6 col.8.68852p2
Full page ad:11.625"			7 col.10.15660p11
Gutter Width:0.125"			8 col.11.62569p9