

CAMERA READY ART

FILE FORMATS ACCEPTED

- 1) Black and white half toned art: 85 line screen / 200 dpi. Type under 8 points may be illegible when sent to press.
- 2) THESE ARE FILE FORMATS WE ACCEPT, THEY ARE FLAT AND CAN NOT BE CHANGED.
.pdf • .tif • .eps
- 3) THESE FILES CAN BE MODIFIED
 - A) Quark Xpress files with all linked images and Mac fonts (Post Script/Type 1 fonts, True Type (TTF) NOT accepted.
 - B) Adobe Illustrator 8 or 10 files with all linked/placed images and Mac fonts (or outlined type to artwork)
 - C) Layered Adobe Photoshop files with Mac fonts (PSD)
- 4) COLOR MODES
 - A) All Black & White ads should be in GRAYSCALE mode
 - B) All spot color and 4-color ads should be in CMYK mode.
 - C) All pantone (PMS) color should be converted to CMYK
 - D) Duotones are NOT acceptable and should be converted to CMYK
 - E) No Files in RGB accepted.
- 5) WE DO NOT ACCEPT
 - A) Microsoft Word or Microsoft Publisher files, or any other word processing program files.
In this case, we recommend the client print out a high quality laser print which we can scan.
 - B) No DCS/EPS-Illustrator CS (needs to be saved down)
 - C) No downloading from the web, unless they have an FTP server.
 - D) No PageMaker Files.

SUBMISSION INSTRUCTIONS:

- 6) USE YOUR FTP CLIENT TO LOG IN TO:
<ftp.orlandoweekly.com> • Username: client • Password: ads

-PLEASE PLACE YOUR AD IN THE FOLDER THAT CORRESPONDS WITH THE ISSUE DATE. ORLANDO WEEKLY IS NOT RESPONSIBLE WHEN ADS ARE RUN IN THE WRONG ISSUE , IF THEY WERE NOT PLACED IN THE CORRECT DATED FOLDER.

Should you have any problems accessing this server, or any questions about it's use, please contact Ian Monroe. Email him at imonroe@orlandoweekly.com

- 7) OR EMAIL TO: ads@orlandoweekly.com **Please Include: 1) Advertisers Name 2) Size of ad 3) Issue date of when the ad is running**
- 8) When submitting camera ready ad/art via email please copy your sales rep on the email. When submitting via FTP please notify your sals rep as well.

RETAIL AD SIZES:

| ADS SIZES | INCHES | COLUMNS |
|----------------|--------------|---------------|
| FULL PAGE | 9.81 x 10.85 | 4 COL x 10.85 |
| JUNIOR | 7.33 x 8.6 | 3 COL x 8.6 |
| 1/2 HORIZONTAL | 9.81 x 5.35 | 4 COL x 5.35 |
| 1/2 VERTICAL | 4.82 x 10.85 | 2 COL x 10.85 |
| 1/3 HORIZONTAL | 9.81 x 3.52 | 4 COL x 3.52 |
| 1/3 VERTICAL | 4.82 x 7.2 | 2 COL x 7.2 |
| 1/4 HORIZONTAL | 9.81 x 2.6 | 4 COL x 2.6 |
| 1/4 VERTICAL | 2.33 x 10.85 | 1 COL x 10.85 |
| 1/4 SQUARE | 4.82 x 5.35 | 2 COL x 5.35 |
| 1/6 HORIZONTAL | 4.82 x 3.52 | 2 COL x 3.52 |
| 1/6 VERTICAL | 2.33 x 7.2 | 1 COL x 7.2 |
| 1/8 HORIZONTAL | 4.82 x 2.6 | 2 COL x 2.6 |
| 1/8 VERTICAL | 2.33 x 5.35 | 1 COL x 5.35 |
| 1/12 VERTICAL | 2.33 x 3.52 | 1 COL x 3.52 |

**Color tips for best print quality: Newsprint
Cyan, Magenta, Yellow, Black (CMYK)**

Some Examples:

Black= 100% K
White= 0% All CMKY
Red= 100% M + 100% Y
Green= 100% C + 100% Y
Purple= 50% C + 100% M
Orange= 100% Y = 60% M
Blue= 100% C
Yellow= 100% Y

*The more combinations of CMYK in **one color** the harder it is for the press to register (lower print quality)
EX: Red= 20%C + 90%M + 100% Y + 5% K

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