

EFFECTIVE JUNE 1, 2007

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
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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