

Advertising Specifications

White Pages - 4 column format

Full Page	8.5" x 11.750"
Half Page Horizontal (1/2).....	8.24" x 5.90"
Half Page Vertical (1/2)	4" x 11.480"
One Third Vertical (1/3)	4" x 8.680"
Quarter Page (1/4)	4" x 5.590"
Sixth Page (1/6)	4" x 4.340"
Eighth Page (1/8)	4" x 2.670"

Pink Pages - 5 column format

1 column width	1.465"
2 column widths.....	3.180"
3 column widths.....	4.895"
4 column widths.....	6.610"
5 column widths.....	8.235"

Formats for Ad Submission

- The preferred graphic format is a .tif file, but Adobe Photoshop and Adobe Illustrator 8.0 (.eps) or lower are also acceptable.
- All images must be CMYK, 300 dpi and 100% to size of ad.
- If submitting Illustrator files all fonts must be turned to outlines.
- A high resolution color proof is required with all color ads. For black and white ads, a clear, sharp laser print is requested.
- Finished paper size is 9.5" x 13". Live area is 8.5" x 11.750"

