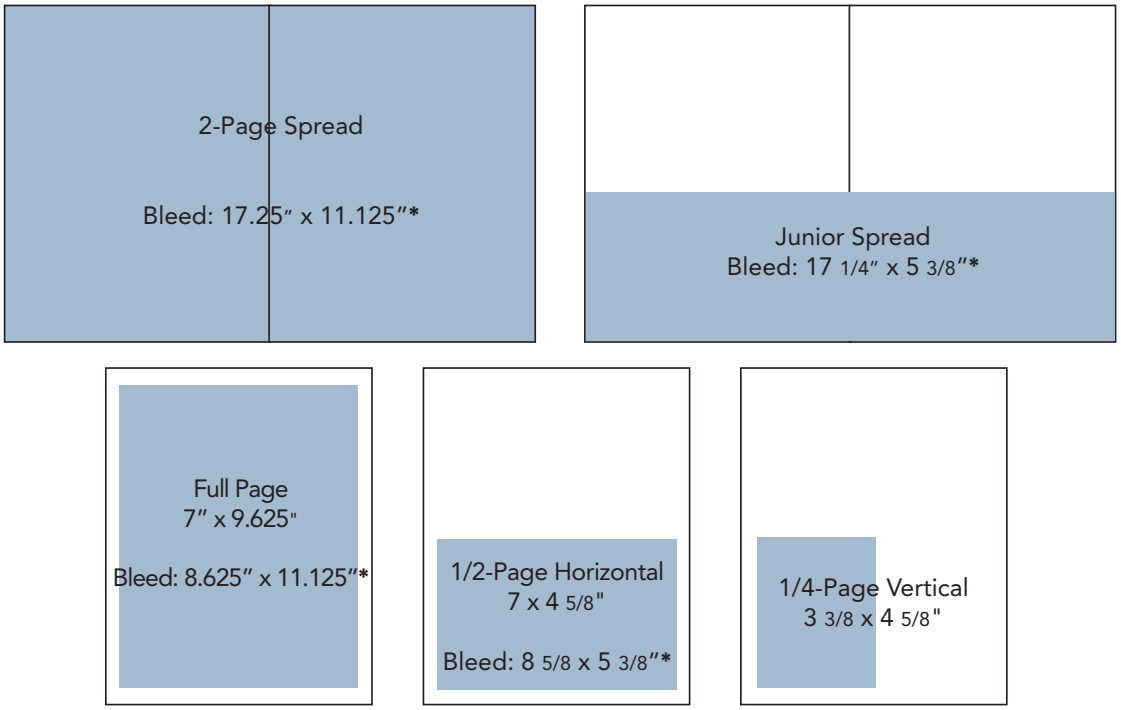
Print Advertising Sizes



Web & Newsletter Advertising Sizes

Leaderboard: 728x90 pixels
Logo: 180x180 pixels
Medium Rectangle: 300x250 pixels
Rectangle: 180x150 pixels

Web and newsletter ads should be 72 dpi; JPEG or GIF file types are preferred.

Print & Digital Specifications

PRINT SPECIFICATIONS

Publication trim size: 8.5" x 10.875"
*Live copy should be kept at a minimum of 1/2" from the trim size on all bleeds.

Acceptable File Types
We accept TIF, JPEG, EPS and PDF files for our print ads. Files may be submitted on Flash Drives, CD-ROMs, via e-mail, or shared via Dropbox.

Font Usage
Please ensure that any fonts embedded in EPS files are included. Ad files in PDF format or a rasterized TIF file may be sent without fonts.

Graphic Issues
You must include all graphics with EPS files. If there are embedded fonts in your graphics, those font files must be included also. For optimal reproductions, photos should be scanned at a minimum resolution of 300 dpi. Be sure to scan images in at least the size they appear in your ad since enlarging images after scanning reduces resolution. Your files must have a resolution of 300 dpi and be CMYK.

WEB & NEWSLETTER SPECIFICATIONS

We accept JPEG, PNG, and GIF files for our web ads. Animated GIF ads are acceptable for the website, but not for newsletter insertions. Files may be submitted on Flash Drives, CD-ROMs, via e-mail or shared via Dropbox. Your files must have a resolution of 72 dpi and be RGB.

VIDEO SPECIFICATIONS

Acceptable File Types
Videos for use in our digital publications should be submitted in one of the following formats: FLV, MP4, MPG, MPEG, MOV, OGV, OGG, WMV, and AVI. The optimal ratio is 4:3 or 16:9. Your video resolution must be even numbers in width and height. Odd number resolutions will not process. The max file size for all formats is 50 MB. Videos will be sized to fit within your ad in the digital issue, and you can request where within your ad you'd like the video to be located. Files may be submitted on Flash Drives, CD-ROMs, via e-mail or shared via Dropbox.

Abilene scene