

## Technical Specifications for Electronically-Supplied Content

### Article Submissions:

Copy may be submitted as an ASCII \*.txt file or MS Word 2003 or earlier \*.doc files. (NO \*.docx)  
Must be written in third-party voice (NO Commercials).  
Must be limited to 200 words for a half page article and 400 words for a full-page story.  
Accompanying photos or other images should follow the specifications for scanned art listed to the right.

### Ad Sizes (Width X Height):

Full Page: Interior page column - 4.625" X 7.375"  
Trim Size - 5.25" X 8.25"  
w/Full Bleed - 5.75" X 8.75"  
Half-Page: 4.625" x 3.625"  
Qtr.-Page (V): 2.25" x 3.625"  
Qtr.-Page (H): 4.625" x 1.75"  
Eighth-Page: 2.25" x 1.75"  
Sixteenth-Page Display/Classified: 2.25" x .875"

### Colors:

1. Industry-Standard 4-color process (CMYK) color page
2. Interior "Spot" Color  
**Black**, plus choice of one additional color:  
**Yellow** (C=0, M=0, Y=100, K=0),  
**Green** (C=100, M=0, Y=79, K=9),  
**Red** (C=0, M=91, Y=76, K=6),  
**Blue** (C=100, M=0, Y=0, K=0), or  
**Purple** (C=79, M=100, Y=0, K=0).

*Art not supplied in the correct colors will be converted and a conversion fee may apply.*

### Delivery Options:

Files accepted on these storage mediums:

- CD/DVD
- USB Flash/Thumb Drive
- Email attachment (Generally for files up to about 8 MB; All fonts and supporting files must be included or embedded. Multiple files may be compressed into one archive file using either Winzip for PC or Stuffit for Mac.)
- FTP or download from a URL.

All disks should be marked with platform (PC or Mac), programs, and files, and should be accompanied by a hard copy printout.

*Do not submit images embedded in an MS Word or other word processor document.*

### Acceptable Files:

**Native files from any of the following programs:\***

- Adobe Acrobat (\*.pdf, thru ver. 9 - Press Optimized) ✓
- Adobe InDesign (\*.indd, \*.inx - versions thru CS5) ✓
- Adobe Illustrator (\*.ai, versions thru CS5)
- Adobe Photoshop (\*.psd, versions thru CS5)
- CorelDraw (\*.cdr, versions 5.0 thru 8.0)
- Corel Photo-Paint Native (\*.cpt, versions 5.0 thru 8.0)
- Quark XPress (versions 3.0 thru 4.1)

*\* Images embedded in these files still need to conform to the same scan & vector art specifications listed below.*

### Fonts:

PC or Mac: TrueType (\*.ttf), OpenType (\*.otf), or Postscript T1 fonts (\*.pfm & \*.pfb, - both screen and printer files for each weight are required)

*The preference, however, would be to have all fonts embedded or converted to outlines whenever possible.*

### Scan Specifications:

**Greyscale or Color**—300+ pixels per inch at 100% actual print size, 8-bit mode. RGB images will be converted to CMYK format for printing. This may result in color shifts as the color gamut of the RGB format cannot be completely reproduced with 4-color process printing.

**Line art**—1-bit B/W or monochrome, 600+ pixels per inch at 100% actual print size.

*Do not scan at a lower resolution and then increase it in Photoshop or other image editing software. The result is blurry images and a loss of detail.*

### Acceptable File Formats:

- TIFF (\*.tif, \*.tiff) ✓
- Photoshop Native (\*.psd)
- Photoshop EPS (\*.eps) - with 16-bit TIFF preview
- Windows Bitmap (\*.bmp)
- JPEG (\*.jpg, \*.jpeg) - (Do not use any compression)

### Vector Art:

Any fonts used need to be converted to outlines, or supplied in separate files.

### Acceptable File Formats:

- EPS (\*.eps) ✓ - with TIFF preview
- Illustrator (\*.ai, \*.eps, \*.pdf) - through version CS5
- CorelDraw (\*.cdr, \*.cmx) - versions 5-8

✓ **Preferred Format.** *Generally speaking, single image files with proper resolution, flattened layers and embedded or outlined fonts work best.*