

# ADVERTISING SPECIFICATIONS



## Ad Design

Our experienced creative staff is available to design your ads at no additional charge. Please ask your Account Executive for design assistance. Complete redesigns may carry a separate charge.

## Camera-Ready Ads

- **Color:** Make sure all images are converted to CMYK or grayscale (for a black and white ad). No RGB. For B&W Ads use 100% black only (no 4-color black).
- **Please set your ink levels** to no more than 215
- **Accepted Formats:** PDF (preferred) or JPEG
- **NOT Acceptable Formats:** MS Word, Works, Publisher, Pain, Word Perfect, PowerPoint, CorelDraw or PageMaker documents.
- **Sending Native Files:**  
**Adobe Acrobat:** All color files should be composite CMYK (do not send separations) or grayscale.  
**Illustrator:** Save file as AI or PDF only. Convert text to outlines. Include all images.
- **Fonts:** All fonts need to be at least 8 point or greater. Avoid using narrow fonts for text reversed out of a colored background. Any fonts reversed out of a color background need to be at least 10 points, non-lightfaced. When submitting JPEG or PDF files all fonts must be converted to outlines.
- **Images:** We do not accept images from websites. Resolution should be no less than 200 dpi when image is used at 100% scale. Sharpening photos will help ensure crisper reproduction in newsprint. Do not submit art/images with crop marks or bleed.

**All materials should be delivered to our graphic design department at least one week prior to issue date.**

E-mail materials to [graphicdesign@reporternewspapers.net](mailto:graphicdesign@reporternewspapers.net)

## Ad Sizes

(width x height in inches)

Full Page.....	10 x 12.5
RN/ASL Front Page Strip.....	10 x 1.5
IN Front Page Strip.....	5.8 x 2
Junior Page.....	10 x 8.25
1/2 Page Vertical.....	4.94 x 12.5
1/2 Page Horizontal.....	10 x 6.185
1/3 Page Vertical.....	4.94 x 8.28
1/3 Page Horizontal.....	7.47 x 6.185
1/4 Page Vertical.....	4.94 x 6.185
1/6 Horizontal.....	4.94 x 4.08
1/8 Page Vertical.....	2.41 x 6.185
1/8 Page Horizontal.....	4.94 x 3.03

**For information about Classified and Service Directory ads, please call 404-917-2200 x110**

## Publication Dates

**Reporter Newspapers are published bi-weekly**

2017		2018
February 3, 17	August 4, 18	January 5, 19
March 3, 17, 31	September 1, 15, 29	February 2, 16
April 14, 28	October 13, 27	March 2, 16, 30
May 12, 26	November 10, 24	April 13, 27
June 9, 23	December 8, 22	May 11, 25
July 7, 21		June 8, 22

**Atlanta INtown and Atlanta Senior Life are published monthly**

## Special Advertising Sections

*Ask your Account Executive for rates and information*

<b>Education</b> January & September	<b>Head for the Hills</b> June, July & August
<b>Summer Camps</b> February, March & April	<b>Celebrations</b> August & February
<b>Communities of Faith</b> March & November	<b>Holiday Shopping</b> November & December