

Mechanical/Ad Sizes



ROP/Broadsheet/Classified Sizes:

Columns	Picas/Points	Inches
1	10/120	1.667"
2	20.9/249	3.458"
3	31.6/378	5.250"
4	42.3/507	7.071"
5	53/636	8.833"
6	63.9/765	10.625"

Standard Broadsheet/Recruitment Ad Sizes:

1/8 Page	3 column x 5" (15ci)
1/4 Page	3 column x 10" (30ci)
1/2 Page (Horz.)	6 column x 10" (60ci)
1/2 Page (Vert.)	3 column x 20" (60ci)
Full Page	6 column x 20" (120ci)
Full Double Truck	22" x 20"

GO/Tabloid Sizes:

Page Size	Inches (W x H)
Full Page	9.25" x 10.5"
Half Page Horz.	9.25" x 5.1"
Half Page Vert.	5.472" x 10.5"
Quarter Page	5.472" x 5.1"
1/8 Page	5.472" x 2.63"
2 Col x 5	3.597" x 5"
Full Double Truck	20.00" x 10.5"

Rev. 7/16 /2014

Ad Requirements

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ELECTRONIC AD REQUIREMENTS

ACCEPTED FILE FORMATS:

PDF (Preferred)

Please distill your PDF as PDF/X-1a:2001

Accepted

- Illustrator 3 – please create outlines for all text. Embed any photos.

We do not accept ads in the following formats:

Corel Draw, MS Word, MS Excel, MS Publisher, MS Powerpoint, Also, Quark, InDesign and PageMaker documents.

More on PDFs

An Adobe PDF document is preferred for optimal reproduction of your camera-ready advertisement. It is recommended that you submit your completed ad to us in a PDF format to eliminate the need to provide us with the document, art, photos and fonts. However, once you give us a PDF file, we cannot make changes to your ad. Therefore, the original document must be prepared with CMYK PROCESS COLORS (DO NOT INCLUDE RGB OR SPOT COLORS) and the images must be CMYK. RGB photos will not color separate. Even if you want your ad to appear with a spot color, that color must be prepared and given to us as a Process Color in order for us to color separate our entire editorial page correctly through our pagination system. The PDF must have all your fonts embedded.

AdDrop:

We ask that camera ready files (complete PDF ad files) and components (files used by creative to design an ad) be uploaded to AdDrop by going to:

addrop.ctpost.com

addrop.newstimes.com (News-Times & The Greater New Milford Spectrum)

addrop.scni.com (The Advocate, Greenwich Time and all of the community weeklies)

- When using AdDrop, the choices for submission are camera ready or component. Each form has a specific number of required fields in order to complete the upload. They are marked with a red asterisk. Please contact your sales representative for more detailed instructions if necessary.

AdTransit, AdSend and Fast Channel

- Hearst Connecticut Media Group participates with AdTransit, AdSend and Fast Channel to assist those customers who prefer to use this ad delivery.

Our in-house software programs are as follows:

- Adobe InDesign CS3
- Adobe Photoshop CS3 (for images and art as part of an ad)
- Adobe Acrobat & Distiller 7
- Adobe Illustrator CS3 (If ad is provided as an EPS with all the fonts converted to outline)

The preferred document program is Adobe InDesign. Photoshop and Adobe Illustrator should be used for creating components that are to be placed into the InDesign document, for example. Use of Photoshop to compose the entire ad always presents major outputting problems and such documents cannot be accepted.

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