Mechanical/Ad Sizes

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"

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"

The Hour Broadsheet Sizes:

Columns	Inches
1	1.58"
2	3.22"
3	4.89"
4	6.56"
5	8.23"
6	9.89"

Column Height   20"

Wilton Villager Tabloid Sizes:

Columns	Inches
1	1.58"
2	3.22"
3	4.89"
4	6.56"
5	8.23"
6	9.89"

Column Height   9.6"

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" (excludes The Hour)

ACCEPTED FILE FORMATS:

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

Be sure all fonts are embedded within the PDF.
Why?... If your web address or email information is converted to outlines, it will not link to your website/email in our digital editions.

Rev: 4/13/2016

Connecticut Post | The News-Times | The Advocate | The Hour | Greenwich Time
Darien News | Fairfield Citizen | New Canaan News | The Spectrum | Westport News | Wilton Villager

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Ad Requirements

ELECTRONIC AD REQUIREMENTS

ACCEPTED FILE FORMATS:

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

Be sure all fonts are embedded within the PDF.
Why?... If your web address or email information is converted to outlines, it will not link to your website/email in our digital editions.

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 reproduce as expected.

We do not accept ads in the following formats:
Corel Draw, MS Word, MS Excel, MS Publisher, MS Powerpoint, Also, Quark, InDesign, Illustrator, and PageMaker documents.

Hearst Media Services Ad Delivery Portal:
Camera-ready files (complete PDF ad files) and components (files used by creative to design an ad) can be uploaded swiftly and accurately by using our Delivery Portal located at:

https://ctpostportal.affinitydigital.net/uploads
Connecticut Post, The Hour and Wilton Villager

https://newstimesportal.affinitydigital.net/uploads
The News-Times and The Spectrum

https://scniportal.affinitydigital.net/uploads
The Advocate,Greenwich Time and all of the community weeklies (excluding the Wilton Villager)

- When using our Ad Delivery Portal, the choices for submission are "Upload Completed Media" or "Upload Materials." Each form has a specific number of required fields in order to complete the upload. One of the fields is "Order Information", if you were not supplied with an ad order number, select "I don't know my Order Number" and complete the remaining fields. All fields marked with a red asterisk must be completed in order to upload the materials. Please contact your sales representative for more detailed instructions if necessary.

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

The preferred document creation 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 typically presents final reproduction output issues and such documents are strongly discouraged.

Our in-house software programs are Adobe CS5 Creative Suite and Adobe Acrobat & Distiller X.

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