

PRODUCTION INFORMATION

Newspaper Facts

Printed: Offset	Page size: 11 $\frac{3}{8}$ " x 17"
Style: Tabloid	Line screen: 85 lpi
Columns: 4	Column width: 2 $\frac{5}{16}$ "

Column Widths

One Column	=	2 $\frac{5}{16}$ " (2.3125)
Two Column	=	4 $\frac{7}{8}$ " (4.875)
Three Column	=	7 $\frac{7}{16}$ " (7.4375)
Four Column	=	10"

Ad Requirements

InDesign is used to layout the newspaper. Electronic ads are the preferred format to ensure the highest possible printed quality.

We will accept ads in the following Macintosh software formats:

- **InDesign** with fonts and images
- **Acrobat PDF** (exact dimensions, no crop marks)
- **Illustrator eps format** all fonts must be converted to outline
- **Quark 4.0** with fonts and images
- **Photoshop in tif format** resolution 200 dpi @ 100% of size

Removable Media

CD-ROM

E-mail Ads (5megs or smaller)

Prefer InDesign native files with all fonts, including printer and screen fonts and graphics, in a stuffed format. PDF Files in correct size only, no crop marks.

E-mail: graphics@robson.com

FTP Upload

www.robsonpublishing.com to the ftp upload

Call or e-mail to let us know that an ad was uploaded

Please contact a sales representative for the detailed Electronic Transfer Ad Specifications.

**We CANNOT accept
Pagemaker, Word, Publisher,
Power Point, or Excel files.**

NEWSPAPER SIZES

AD SIZE	W x H (inches)	INCH
2c x 2	4 $\frac{7}{8}$ x 2	4
1c x 5	2 $\frac{5}{16}$ x 5	5
2c x 3	4 $\frac{7}{8}$ x 3	6
2c x 4	4 $\frac{7}{8}$ x 4	8
1c x 7.5	2 $\frac{5}{16}$ x 7 $\frac{1}{2}$	8
3c x 3	7 $\frac{7}{16}$ x 3	9
2c x 5	4 $\frac{7}{8}$ x 5	10
3c x 5	7 $\frac{7}{16}$ x 5	15
Quarter Page	4 $\frac{7}{8}$ x 7 $\frac{1}{2}$	15
Quarter Strip	2 $\frac{5}{16}$ x 15 $\frac{1}{2}$	15

AD SIZE	W x H (inches)	INCH
4c x 4	10 x 4	16
4c x 5	10 x 5	20
3c x 7.5	7 $\frac{7}{16}$ x 7 $\frac{1}{2}$	23
Half Pg Horz	10 x 7 $\frac{1}{2}$	30
Half Pg Vert	4 $\frac{7}{8}$ x 15 $\frac{1}{2}$	30
3c x 10	7 $\frac{7}{16}$ x 10	30
3/4 Pg Horz	10 x 12	48
3/4 Pg Vert	7 $\frac{7}{16}$ x 15 $\frac{1}{2}$	48
Full Page	10 x 15 $\frac{1}{2}$	62
Back Page	10 x 15 $\frac{1}{2}$	62