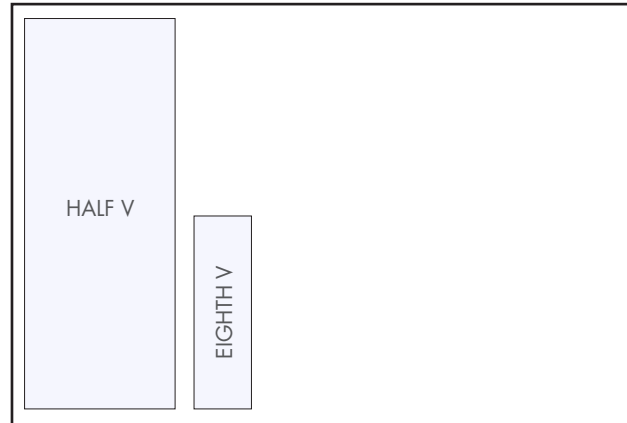
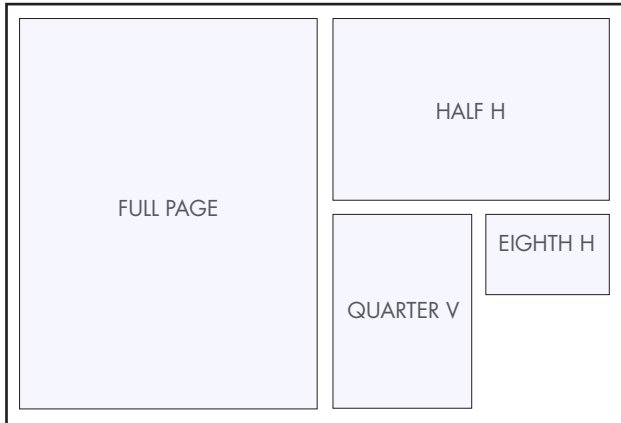


# AD SPECIFICATIONS page 1



## GENERAL

We take the quality of our printed pages very seriously. In our 25 years of publishing experience we offer the following guidelines to help insure every ad prints to our standards.

- All ads **MUST** be submitted in Adobe PDF. All fonts and graphics must be embedded.
- PDFs created by MS Publisher, Word or PowerPoint are **NOT ACCEPTABLE**.
- File correction charges (\$60 per hour with a minimum charge of \$15) will be applied.
- The file dimensions should be the actual size of the ad. For example, a PDF file submitted for ¼ ad should measure 4.75 x 5.75 in. No crop or registration marks are needed.
- In most cases we cannot make changes to PDF files submitted to us. If we are able to make minor changes, they will be billed at \$60 per hour with a minimum charge of \$15.
- Ads submitted to us at low resolution or without necessary font and files will not print correctly and we are unable assume responsibility for poor quality. Additional time spent to reconcile incomplete electronic files will be billed at \$60 per hour with a minimum charge of \$15.
- When exporting a file to PDF format, choose the Press option in the preset window (convert text to black option selected).

## AD SIZES

AD SIZE	WIDTH		HEIGHT
Full Page	9.6"	x	11.55"
Half H	9.6"	x	5.75"
Half V	4.75"	x	11.55"
Quarter V	4.75"	x	5.75"
Eighth V	2.3"	x	5.75"
Eighth H	4.75"	x	2.75"

**Ads should be emailed to:  
ads@insidepublications.com**

by the 10th of the month prior to publication

### DESIGN STUDIO:

News ads are designed from 25th to the 5th of the month previous to publication month

**COLOR,  
PHOTOS &  
GRAPHICS,  
TYPE**



SEE NEXT  
PAGE

**INSIDE**  
S A C R A M E N T O

# AD SPECIFICATIONS page 2



High Resolution Photo As Shown Above Prints Very Well



Low Resolution Photo As Shown Above Prints Poorly

## COLOR

- All spaces must be CMYK.
- NO RGB, Lab color, Pantone Colors or colors tagged with ICC profiles.
- Any color correction or removal of color will be billed at \$60 with a minimum charge of \$15.

## PHOTOS & GRAPHICS

- Photos need to be provided in .jpg or .tif format at a minimum of 300 dpi at actual size. **Photos and graphics, such as logos, from websites are too low resolution for print.**

## CMYK

- Shadow total ink density should not exceed 230%.
- Mid-tone total ink density should be in the 50-110% range.

## GRAPHICS

- Graphics submitted to us for ad design are acceptable as .jpeg or Photoshop.

## TYPE

- All fonts must be embedded or an embedded subset.
- Black type should be black only. Four color black type is to be avoided (C 0%, M 0%, Y 0% K 100%) as it will NOT print clearly.
- Fonts smaller than 10 points may not print legibly even if they are visible on a computer monitor. Newsprint has a 20% dot gain that blurs smaller fonts, especially those in CMYK. We cannot accept responsibility for the print quality of very small fonts.
- Reverse fonts (white text on a colored background) print best using bolded fonts. Small type and fonts with a thin stroke run the risk of becoming illegible due to the 20% dot gain as stated above.

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## CONTACT INFORMATION

Ad Design Team: [ads@insidepublications.com](mailto:ads@insidepublications.com)  
Inside Sacramento Office  
916-443-5087

**INSIDE**  
S A C R A M E N T O