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Display Ad specifications:

300 dpi PDF, CMYK, all fonts outlined if applicable. Black text must be on black plate (do not spread). All black, **text and graphic images**—including all text effects, like black shadowing—must be just black and not stacked (also called “rich black”) from other colors as newsprint registration at the printer cannot handle black in that format. Please check your logos for this, too. This does not include photos that have black in them. They are no problem.

If the ad builder does not understand this, then it is best we build the ad or have them contact us, otherwise it will be a problem and not work. If the ad has rich black, the black could possibly print poorly with color around the edges. We will print that, but if it prints poorly, we cannot be responsible for the quality. If you still want to build the ad and not have a problem, do not have any black graphics or text—including black text effects (like shadowing, etc.).

Dimensions for full page – With and Without Bleed

Ad size no bleed: 7.25 x 9.75

Page size: 8.25 x 10.75 (ad size plus .5 inch gutter area on all sides)

Ad size with .25 bleed : 8.75 x 11.25 (no type in gutter area (see above) or bleed area)