

# BARRHAVEN Independent

*your source for community news*

## Specifications for Camera Ready Advertisements

### Digital ad specifications:

The Barrhaven Independent provides a full range of print advertising design and build services. However, if you choose to supply your own print-ready advertisement, please follow these general guidelines when preparing the digital file:

- We accept production-ready PDF files. Please use PDF/X-4:2008 Adobe PDF preset, an ISO standard for graphic content exchange, or press-ready PDF preset. Do not send your ad in tiff or jpeg format.
- Set the resolution of continuous tone photographs to 220 dpi. Bitmap graphics or logos should be at 600 dpi.
- Specify all colors as CMYK values in process colour ads. Black text should be 100% black. Do not use process black, it will reproduce in 4 colours and may be come blurry, especially in small text sizes. Black and white ads should be set to grayscale. Sending in a process colour ad to reproduce in grayscale may result in a final printed product that varies from what you expect.
- Please size your ad to the correct dimensions (listed at right). We cannot guarantee your ad will look exactly as sent if the size differs from our advertising specifications.

### Deadlines for digital files:

Please contact your sales representative for information about ad deadline. Generally, production-ready PDF files are considered camera-ready with no changes or adjustments. If you require changes, the PDF must be sent by our regular ad deadline.

## Advertising sizes

| WIDTH                      | INCHES  | PICAS |
|----------------------------|---|-------|
| 1 column                   | 1.625   | 9p8   |
| 2 column                   | 3.375   | 20p3  |
| 3 column                   | 5.125   | 30p9  |
| 4 column                   | 6.875   | 41p2  |
| 5 column                   | 8.625   | 51p6  |
| 6 column                   | 10.375  | 62p3  |
| <b>LUG 1</b>               | 2 columns x 25 agates<br>3.375 inches x 1.785 inches    |       |
| <b>LUG 2</b>               | 2 columns x 30 agates<br>3.375 inches x 2.143 inches    |       |
| <b>BUSINESS CARD SIZE</b>  | 2 columns x 30 agates<br>3.375 inches x 2.143 inches    |       |
| <b>HORIZONTAL BANNER</b>   | 6 columns x 30 agates<br>10.375 inches x 2.143 inches   |       |
| <b>1/8 PAGE VERTICAL</b>   | 2 columns x 84 agates<br>3.375 inches x 6 inches        |       |
| <b>1/8 PAGE HORIZONTAL</b> | 3 columns x 56 agates<br>5.125 inches x 4 inches        |       |
| <b>1/4 PAGE VERTICAL</b>   | 3 columns x 110 agates<br>5.125 inches x 7.857 inches   |       |
| <b>1/4 PAGE HORIZONTAL</b> | 4 columns x 82.5 agates<br>6.875 inches x 5.892 inches  |       |
| <b>1/2 PAGE VERTICAL</b>   | 3 columns x 220 agates<br>5.125 inches x 10.375 inches  |       |
| <b>1/2 PAGE HORIZONTAL</b> | 6 columns x 110 agates<br>10.375 inches x 7.857 inches  |       |
| <b>1/2 PAGE SQUARE</b>     | 4 columns x 165 agates<br>6.875 inches x 11.785 inches  |       |
| <b>FULL PAGE</b>           | 6 columns x 220 agates<br>10.375 inches x 15.714 inches |       |