

Ad Specifications

Resolution –

Halftones – 200 dpi

Line art (bitmaps) – 1000 dpi

Ink saturation –

For CMYK – 220 max.

For grayscale – 85% black max shadow, 2% min highlight

Other –

Line screen, 85 lpi

Preferred ad format –

High resolution PDF w/embedded fonts

Column width (page measures 6C X 21") –

1C = 1.56”

4C = 6.56”

2C = 3.22”

5C = 8.22”

3C = 4.89”

6C = 9.89”