

AD SIZES WIDTH X DEPTH

- *2-page bleed* 17 x 11.375
- *2-page non-bleed* 15 x 10
- *Full bleed* 8.75 x 11.375
- *Full non-bleed* 7 x 10
- *2/3* 4.625 x 10
- *1/2 vertical* 4.625 x 7.375
- *1/2 horizontal* 7 x 4.875
- *1/3 "square"* 4.625 x 4.875
- *1/3 vertical* 2.25 x 10
- *1/4* 3.375 x 4.875
- *1/6 vertical* 2.25 x 4.875
- *1/6 horizontal* 4.625 x 2.25
- *1/8* (special sections only) 3.375 x 2.25
- *1/9* (special sections only) 2.25 x 3.25
- *1/12* 2.25 x 2.25

Magazine trim size is 8.25" x 10.875".
Full-page ads that bleed must extend at least 0.25" beyond trim size. Keep all live matter 0.5" from trim on all sides.

ACCEPTABLE MEDIA

- *CD or DVD*
- *FTP or E-mail*

Supply ad at 100% size to SWOP standards and always include a hard copy or digital color proof.

WHERE TO SEND

- *E-mail*
production@todaymediainc.com
Subject line must include your company's name, the month ad is to run, and your account executive's name.
- *FTP*
Host: production.delawaretoday.com
User ID: productionftp
Password: productionftp
Upload/put files in the ADS_GO_HERE folder.
- *Mail*
3301 Lancaster Pike, Suite 5-C
Wilmington, DE 19805
(302) 656-1809 • fax (302) 656-8420
If you want your disk returned, include a self-addressed, stamped disk carrier.

FILE REQUIREMENTS

- *High-Quality Print PDF* ← **PREFERRED FORMAT**
 - Embed fonts — Do not use TrueType fonts. Use Type 1 or Open Type fonts only.
 - Supporting images must be converted to CMYK and not saved as RGB.
 - High-resolution images — 300dpi — must be included when file is saved.
- *Adobe InDesign CS2*
 - Include all **GRAPHICS**, screen and printer **FONTS** as detailed below.
 - Convert spot and Pantone colors to CMYK with Spot Color off.
 - Switch 1-color blacks that overlap color graphics to a 4-color black with a minimum of C: 1%, M: 1%, Y: 1%, K: 100% in order to knockout the background image.
 - Do not use Type Style menu to force bold, italic, etc.
- *Adobe Illustrator CS2*
 - Save as EPS.
 - Convert text to paths or outlines.
 - Images should be CMYK. Do not place RGB images.
- *Adobe Photoshop CS2*
 - Save as TIFF. No JPEGs.
 - Construct ad at 300 dpi.
 - Must be CMYK or Grayscale — No RGB images or spot colors.

GRAPHICS

- Must be CMYK or Grayscale — No RGB images or spot colors.
- TIFF images preferred. Save as EPS for Clipping Paths. JPEGs not recommended.
- Save EPS files with Binary encoding — No JPEG encoding — Do not nest EPS files.
- Resolution: 300 dpi for photos, 600 dpi for bitmap files.
- Digital cameras: set camera's resolution at its highest setting or 1600 x 1200 pixels.
- Make sure bleeds extend 0.25".

FONTS

- Include all screen and printer fonts — Do not use TrueType fonts.
- EPS files should have type converted to paths or outlines.
- No PC fonts — Supply ad as high-resolution PDF, TIFF, or outlined EPS.

WEB ADS

- *Half Page*
 - Dimensions: 300 pixels (W) by 600 pixels (H)
 - *Medium Rectangle*
 - Dimensions: 300 pixels (W) by 250 pixels (H)
 - *Skyscraper*
 - Dimensions: 160 pixels (W) by 600 pixels (H)
 - *Leaderboard*
 - Dimensions: 728 pixels (W) by 90 pixels (H)
 - *Header/Banner*
 - Dimensions: 468 pixels (W) by 60 pixels (H)
- Keep file size around 40K, 60K for larger images.

QUESTIONS?

Contact your account executive or call **(302) 656-1809 ext. 237** to speak to the production department.

You can also e-mail questions regarding file requirements to **production@todaymediainc.com**.

Don't forget the "inc"!