todaymedia

ADVERTISING GUIDELINES

TodayMedia works on a Macintosh platform and can accept the following types of files. If ads are supplied in other formats additional charges may be incurred.

File Types Accepted:
Preferred file type is PDF/X-1a

Other accepted file formats:
Adobe InDesign CS3
Adobe Photoshop CS3 (Tiff preferred)
Adobe Illustrator CS3 (EPS preferred)

Graphic Files:
All graphic files must be supplied in CMYK (not RGB), with resolution of 266 dpi or higher. The file name must be the same as referenced in the InDesign document.

Fonts:
Include all screen and printer fonts. Do not use TrueType fonts. EPS files should have type converted to outlines or paths. No PC fonts are accepted. Please supply ad as high resolution PDF, TIFF, or outlined EPS.

Supplied Proof:
If ad is "color critical", supply SWOP certified proof.

Disks:
We accept the following forms of media for the file submission:
CD-ROM Disks or DVD

Submitting Ads by E-mail or FTP:
All transmissions that are e-mailed cannot exceed 4 megabytes in size, and should be "stuffed" or "zipped" before sent. Please specify name of ad and magazine in the subject field of e-mail. If you wish to upload an ad to our FTP site, please follow FTP instructions:

Via Fetch:
Host: production.delawaretoday.com
User ID: productionftp
Password: productionftp

Via Internet:
ftp://ftp.production.delawaretoday.com
or
ftp://production.delawaretoday.com
User ID: productionftp
Password: productionftp

Via Internet, if it's not working, try using a different browser.

Upload: Put files in the ADS_GO_HERE folder

Ship all ad materials to:
Deana Yokimcus
3301 Lancaster Pike
Suite 5C
Wilmington, DE 19805
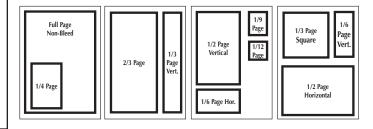
To e-mail ads send to:
production@todaymediainc.com

Fax to:
(302) 656-8420 - Attn: Deana

General Info:
(302) 656-1809

Production Info:
Deana (302) 656-1809 ext. 237

DISPLAY SPACE ADVERTISING DIMENSIONS

Trim Size	8 3/16" (8.187)	x	10 7/8" (10.875)
Bleed Size	8 7/16" (8.437)	x	11 1/8" (11.125)
Image Area (full)	7"	x	10"
2/3 Vertical	4 5/8" (4.625)	x	10"
1/2 Vertical	4 5/8" (4.625)	x	7 3/8" (7.375)
1/2 Horizontal	7"	x	4 7/8" (4.875)
1/3 Square	4 5/8" (4.625)	x	4 7/8" (4.875)
1/3 Vertical	2 1/4" (2.25)	x	10"
1/3 Horizontal	7"	x	3 1/2" (3.5)
1/4 Vertical	3 3/8" (3.375)	x	4 7/8" (4.875)
1/6 Horizontal	4 5/8" (4.625)	x	2 1/4" (2.25)
1/6 Vertical	2 1/4" (2.25)	x	4 7/8" (4.875)
1/8 Horizontal	3 3/8" (3.375)	x	2 1/4" (2.25)
1/9 Vertical	2 1/4" (2.25)	x	3 1/4" (3.25)
1/12 square	2 1/4" (2.25)	x	2 1/4" (2.25)