



Magazine file requirements

To quickly submit your finished ad electronically, visit our Print Ads website. <http://printads.dispatch.com> or <http://printads.thisweeknews.com>.

Acceptable DIGITAL AD FILES are press-optimized Mac or Windows Acrobat PDF files only.

Fonts supported: Type 1 Postscript fonts. All fonts must be embedded in the PDF. Do not apply "styles" to fonts as there may not be a corresponding face. (i.e.: Times Bold Italic).

Digital element files supported: High quality EPS, TIFF, JPG, BMP at appropriate resolutions, text in raw text (.txt) and Microsoft Word (.doc) formats. Images taken from the Internet are 72 dpi and not suitable for print.

Resolution: Halftone resolution is 200 dpi for newsprint, linework resolution 600 dpi at final size.

Color space: CMYK process only. We do not offer support for RGB, Lab, Index, PMS and spot color-based duotones, although PMS colors may be used for commercial work. Please check with your sales representative.

Black text should always be 100% black only. "Rich" or 4-color black text does not register well and will ruin your file.

Newsprint imaging limitations: Ink density maximum is 280%, 240% is optimal. (Ink density may also be referred to as Total Area Coverage, or TAC). For example: 100% Cyan, 100% Magenta, 50% Black and 60% Yellow = 310% ink density. Minimum type size = 6 pt. Minimum reverse type size = 10 pt. sans serif, 12 pt. serif. Minimum line rule = .007", or .5 pt. Newsprint Dot Gain: 28%.

Supported third-party ad delivery service providers are AP AdSend, AdDirect and AdTransit. For AdSend transmissions use site code OHWTW, or OHCOL for Dispatch.

Meeting the mechanical requirements is the responsibility of the author. We cannot be responsible for improperly prepared files. Technicians may have to edit submissions for print quality purposes.

Magazine

	width	height
Double truck	21.4" x	10"
Full page	10.39" x	10"
2/3 Vertical	6.89" x	10"
2/3 Horizontal	10.39" x	6.63"
1/2 Vertical	5.14" x	10"
1/2 Horizontal	10.39" x	4.94"
1/3 Vertical	3.39" x	10"
1/3 Horizontal	10.39" x	3.25"
1/4 Square	5.14" x	4.94"
1/6 Vertical	3.39" x	4.94"
1/6 Horizontal	5.14" x	3.25"
1/9 Small square	3.39" x	3.25"
1/12 Business card	3.39" x	2.41"
Sponsorship banner	10.39" x	2.41"

* Because of press considerations, Columbus Parent Magazine publication prints 2% smaller.

Online

Tippy top	775 x 30 pixels
Leaderboard	728 x 90 pixels
Right square	300 x 250 pixels
Tab square	300 x 250 pixels
Small rectangle	300 x 100 pixels
Bottom leaderboard	728 x 90 pixels
Post It Note	250 x 250 pixels

Online file requirements

Please allow 5 business days for production by ColumbusParent.com creative department, 10 days for contest production. 30k file size, 72 dpi gif or jpg format
Video ad: edited to :10:15 seconds, need permission to post verbiage (before video) that prompts user to click before video plays. Rich media and flash available.