

# DIGITAL FILE AD SPECIFICATIONS

## FILE CREATION SPECS

- Size:** Please check dimension chart to make sure your ad is the correct size. No bleeds.
- Images:** File type: **TIFF, EPS** or **HI-RES JPEG**
- Color mode:** CMYK (for full color ads only). *No RGB.*  
PANTONE UNCOATED (for spot color ads only)
- Resolution:** Grayscale and Black & White images—300 dpi
- Line Screen:** 85 for weekly newspaper  
100 for supplements

## ACCEPTABLE FILE FORMATS

Digital Files are acceptable in the following formats only:

- 1. QuarkXPress** (Versions 3.3/4.1)
  - Macintosh only
  - Be sure to include all images and fonts with the file
- 2. Illustrator** (8.0 and 9.0)
  - Embed all images
  - Convert all text to outlines/paths
  - *Freehand files can be accepted, must be converted to paths*
- 3. Pagemaker** (Version 6.5)
  - Macintosh only
  - Be sure to include all images and fonts with the file
- 4. Acrobat PDF**
  - Send a PDF if your ad requires no modifications and is final
  - Double check that file creation specs were followed
  - EMBED ALL FONTS
  - Is the ad black & white? Make sure all images are grayscale or black & white
  - Use Adobe Distiller, following the settings on the next page

## AD SIZES

Full Page	10" x 14"
3/4 Vertical	7 1/2" x 13 11/16"
3/4 Horizontal	10" x 10"
Island	7 1/2" x 10"
1/2 Vertical	4 7/8" x 13 11/16"
1/2 Horizontal	10" x 6 3/4"
3/8 Vertical	4 7/8" x 10 3/16"
3/8 Horizontal	7 1/2" x 6 3/4"
1/4 Vertical	2 3/8" x 13 11/16"
1/4 Standard	4 7/8" x 6 3/4"
1/8 Vertical	2 3/8" x 6 3/4"
1/8 Horizontal	4 7/8" x 3 1/4"
1/16	2 3/8" x 3 1/4"

**PLEASE NOTE THAT POWERPOINT, PUBLISHER AND MICROSOFT WORD ARE NOT ACCEPTABLE FILE FORMATS.**

## GETTING YOUR FILE TO US

- Please mail or fax a copy of your ad to be used as a proof.  
**FAX: 585-546-3398** (Attn: Your Account manager)
- By Disk:** 100 MB Zip Disk, CD-ROM, Floppy
- By E-Mail:** Send to: **production@rbj.net**. Large files may need to be compressed using Stuffit. Please identify your ad in the subject line of e-mail and enclose a contact person and phone number.
- By Internet:** We are a member of the **AdSend Online** Delivery Service. Our code is *nyrbj*. This is a service that must be subscribed to.
- By Mail:** Rochester Business Journal, 45 East Ave., Suite 500, Rochester, N.Y. 14604

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## ACROBAT DISTILLER SETTINGS

