

# GAZETTE

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## AD SPECIFICATIONS

As a fully electronic publication the *Gazette* encourages advertising materials be submitted in digital file formats. Macintosh or Windows formats are acceptable. Macintosh is preferred and Windows files will be converted to Macintosh format, font substitution may be necessary.

### Preferred Software Applications

QuarkXpress 4.04/5.0/6.0 is the preferred electronic publishing software; however, the following software also may be used: Adobe Illustrator 10, and Adobe Photoshop.

### Additional Software Applications

PowerPoint, Adobe PageMaker 6.5, and Microsoft Word files need to be sized to correct ad dimensions and saved as a PDF before submitting. When forwarding any of the above files, please fax a hard copy to the *Gazette* office at (312) 243-4270 for us to use as a comparison.

### Fonts and Art Images

If forwarding a Quark Xpress file, please be sure to include all fonts and images. Type 1 fonts are the most reliable and TrueType fonts are highly discouraged. If forwarding Illustrator files convert all fonts to outlines and include all placed images used in file separately. **DO NOT EMBED IMAGES IN THE APPLICATION FILE.** Preferred image formats for support files: tif, eps. **DUE TO THE FACT THAT WE ARE MAC BASED, AT THIS TIME WE DO NOT ACCEPT MICROSOFT PUBLISHER FORMATS.**

### PDF Format

When sending pdf files, please save to allow us to incorporate the file into our Quark Xpress layout. Embed all fonts and images. Please use Acrobat Distiller and disable all security features. Be sure that all color is correct for printing and it is saved as a hi res pdf. It must be saved as CMYK or Grayscale only. Please be sure there is no color in your B&W ad.

### Resolution Requested

Line art, 600 dpi; halftone, 300 dpi. All color images must be set for CMYK output. PLEASE NOTE: All Pantone colors will be converted to CMYK values and therefore output color will differ from original.

### Naming Files

Be sure when saving to properly name files. Your ad's file name should be the same name as the ad. **DO NOT NAME YOUR AD "AD."**

### Transfer Medium

Files can be submitted on 3.5" diskette, CD-ROM, Zip (100 or 250 MB), CD or transferred electronically. Collected/compressed files may be transferred electronically via e-mail.

E-mail address: ads@nearwestgazette.com. If ad is being supplied electronically, please be sure to designate Advertiser name, phone, ad size and ad rep if known. Whenever possible, please include a pdf file for us to view and compare with what was transmitted electronically. When possible, please include a contact should there be a problem with the file. If ad is not submitted electronically, please supply either a black and white or color proof as applicable.

### Output Report

When providing a digital file, please include a report containing the following information:

- System used
- Any compression program used
- Application(s) including version number (e.g. QuarkXpress 4.0)
- File names
- Fonts and images included

### Labels

All disks must be labeled: Advertiser name, Ad headline, contact person, contact telephone number and/or e-mail address, return address.

The *Gazette* is not responsible for print errors of files that do not conform to the specifications listed.

If you have any additional questions, please either contact your *Gazette* ad representative or contact Carmen at (312) 243-4288 ext. 2.

### DIMENSIONS

(WIDTH/HEIGHT)

Full Page  
8.75 x 12.5

3/4 Page  
6.5 x 12.5 (Vertical)  
or  
8.75 x 9.25 (Horizontal)

1/2 Page  
4.25 x 12.5 (Vertical)  
or  
8.75 x 6.125 (Horizontal)

1/4 Page  
4.25 x 6.125 (Vertical)  
8.75 x 3 (Horizontal)

1/8 Page  
2 x 6.125 (Vertical)  
4.25 x 3 (Horizontal)

1/12 Page  
4.25 x 2

1/16 Page  
2 x 3