

# CITY JOURNALS ART DESIGN

<p><b>Full Page</b> 9.875" x 10.75"</p>	<p><b>1/2 Page</b> (Vertical) 4.875" x 10.75"</p>	<p><b>1/2 Page</b> (Horizontal) 9.875" x 5.25"</p>	<p><b>3/8 Page</b> 7.375" x 5.375"</p>
<p><b>1/4 Page</b> (Modular) 4.875" x 5.25"</p>	<p><b>1/4 Page</b> (Vertical) 2.375" x 10.75"</p>	<p><b>1/4 Page</b> (Horizontal) 9.875" x 2.5"</p>	<p><b>1/3 Page</b> (Vertical) 3.25" x 10.75"</p>
<p><b>1/3 Page (Horizontal)</b> 9.875" x 3.25"</p>	<p><b>1/8 Page</b> (Vertical) 2.375" x 5.25"</p>	<p><b>1/8 Page</b> (Horizontal) 4.875" x 2.5"</p>	<p><b>1/16 Page</b> (Modular) 2.375" x 2.5"</p>

Please e-mail ads directly to your sales representative or advertising coordinator.

- Ads produced outside The City Journals should be sent to us as complete digital files. Please build the ad to the exact size (see size above) with no crop marks, color key, or bleed.

These are file types we accept, in order of preference

Acrobat Files (PDF)

Adobe InDesign

Photoshop

(We cannot accept or read Publisher, Quark, PageMaker, or MS Word Files)

### Image Quality, Resolution, and Color Specs

- All artwork should be at least 240 dpi, 300 dpi is preferred for finished ads.
- Please make sure colors are designated CMYK (no RGB or PMS spot color designations)
- Fine lines and small type may in color, but should use as few inks as possible. For complex color type, we recommend using heavier type that can more easily survive small variations in registration.
- Do not reverse text below 10 points, on dark color backgrounds. They may get washed out or filled in when printing. The same applies for reverse type (white type on black or color background).
- Blacks should be created as 100%K. Never create black out of all 4 colors. This also applies lines, boxes, or objects made with 4-color black.

**CALL YOUR LOCAL ACCOUNT MANAGER 801.254.5974**

