

## Ad Design & Ad Specs

The Stylist & Salon Newspaper is printed on 32# 72HiBright Newsprint using a Web press. The final trimmed size is 10.75" W x 11.625" H. The live printing area is 9.95" H x 10.85".

Ad design is included in the price of your ad. We will gladly create your ad and submit to you a proof of the final copy to ensure that you are happy with the results.

### Digital File Requirements:

We prefer high resolution **EPS files** or **PDF files** created using the **PDF/X-3A standard with fonts embedded**. We can work with many file type, but please call ahead if you are unable to send and EPS or PDF.

- Ads must be CMYK. Do not use Spot or PMS colors. Please convert any Spot or PMS colors to Process/CMYK.
- Flatten all transparencies.
- Images should be at least 200dpi. Bitmap images that include text should be at least 300dpi.
- Embed or convert fonts to outlines/curves to avoid font switching.
- We are currently using the Adobe Creative Suite CS5 version on PC. If sending native Illustrator or InDesign files, please convert all fonts to outlines or send fonts as OTF.

### Submitting your ad:

We offer three convenient way to submit your ads:

1. Mail in digital file on **CD-ROM** or **DVD-ROM**.
2. **E-mail** ads under 5MB to [marcy@stylistnewspapers.com](mailto:marcy@stylistnewspapers.com)
3. **FTP upload** ads over 5MB. Please ZIP files before uploading to ensure proper transfer.

**ftp.hollandgfx.com**

User name: stylist  
 Password: paper

*Follow up all uploads with an email containing the file name and folder*

### Web Site Ads

**Leaderboard** 728w x 90h pixels  
**Inside Banner (right of Stylist logo)** 400w x 75h pixels  
**Rectangle** 175w x 175h pixels

We accept Web site ads in GIF or JPG formats, 35k and under. We do not accept Flash advertisements at this time.

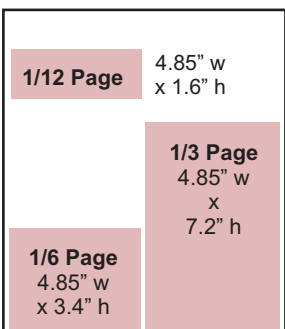
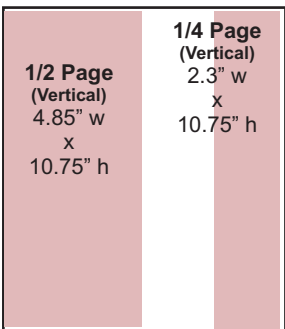
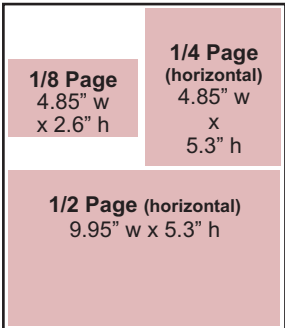
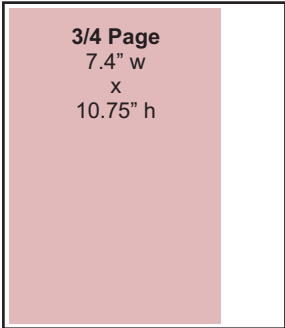
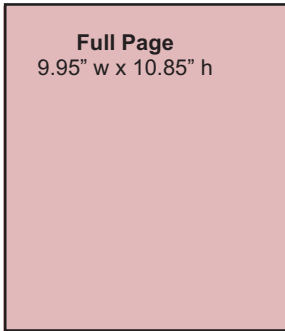
**Please call us with any questions. Our graphic artists will be happy to assist you. We want you to have the best results and are willing to help in any way.**

Advertising Director: Marcy Avenson | 503-297-7010 x207 | [marcy@stylistnewspapers.com](mailto:marcy@stylistnewspapers.com)  
 Graphic Designer: Lisa Kind | 503-297-7010 x204 | [lisa@stylistnewspapers.com](mailto:lisa@stylistnewspapers.com)

### Ad Size .....Width .....Height

Full Page .....	9.95"	.....	10.85"
3/4 Page .....	7.40"	.....	10.75"
1/2 Page Vertical .....	4.85"	.....	10.75"
1/2 Page Horizontal .....	9.95"	.....	5.3"
1/4 Page Horizontal .....	4.85"	.....	5.3"
1/4 Page Vertical .....	2.30"	.....	10.75"
1/8 Page .....	4.85"	.....	2.6"
1/3 Page .....	4.85"	.....	7.2"
1/6 Page .....	4.85"	.....	3.4"
1/12 Page .....	4.85"	.....	1.6"

All sizes are actual live image area. No bleeds or trims.



### Helpful information about designing for newsprint:

Designing for newsprint differs significantly from designing for magazines. Newsprint has a higher ink absorption and can be up to two rows of dots out of register and still be within industry specifications. Here are a few recommendations that can help when designing for newsprint:

- For best legibility, use a min font size of 8pt.
- Black text is best. Since registration can be off up to two rows of dots, body text appears best at 100% K Black. Text composed of more than one color can fall out of registration and appear blurred. Save colored text for larger headlines when possible.
- Avoid using dropout (reverse) white text in small areas. If you must, make text at least 12pt and use a bold, sans serif font to avoid ink bleeding into the knocked out area.
- Images using a total ink density between 220-240 reproduce with the best quality.