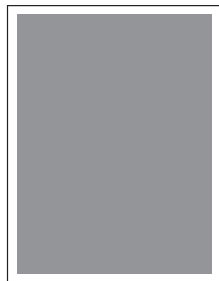
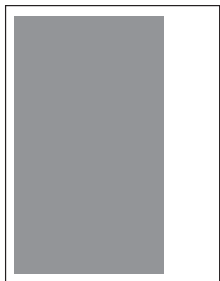


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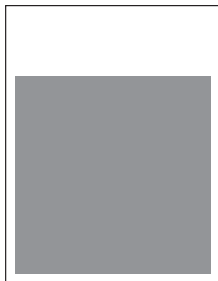
## Standard Ad Sizes (width x height)



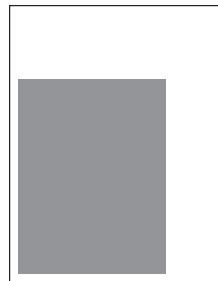
**Full**  
10" x 10.375"



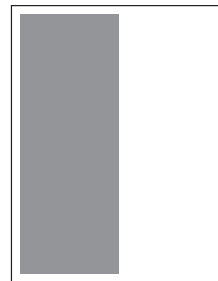
**3/4 page (V)**  
7.45" x 10.375"



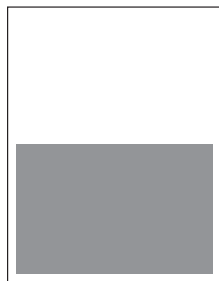
**3/4 page (H)**  
10" x 7.733"



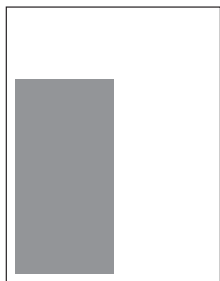
**9/16 page**  
7.45" x 7.733"



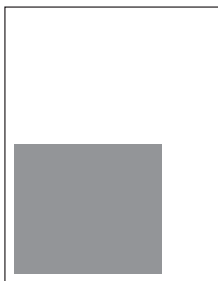
**1/2 page (V)**  
4.9" x 10.375"



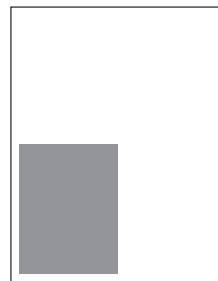
**1/2 page (H)**  
10" x 5.087"



**3/8 page (V)**  
4.9" x 7.733"



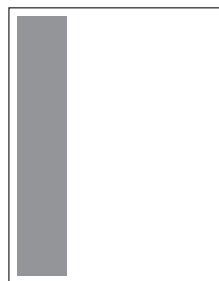
**3/8 page (H)**  
7.45" x 5.087"



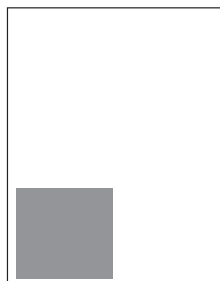
**1/4 page (V)**  
4.9" x 5.087"



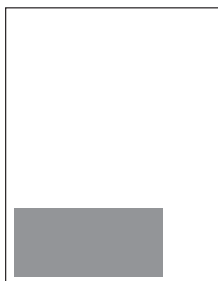
**1/4 page (H)**  
10" x 2.444"



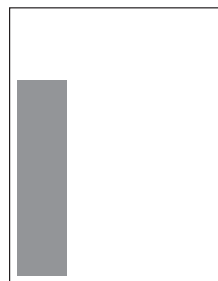
**1/4 page (VV)**  
2.35" x 10.375"



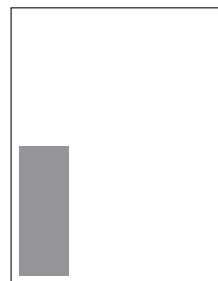
**3/16 page (V)**  
4.9" x 3.765"



**3/16 page (H)**  
7.45" x 2.444"



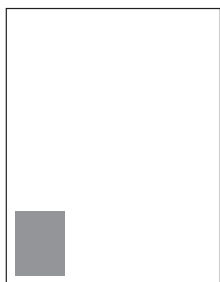
**3/16 page (VV)**  
2.35" x 7.733"



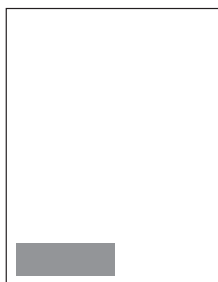
**1/8 page (V)**  
2.35" x 5.087"



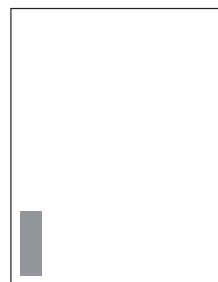
**1/8 page (H)**  
4.9" x 2.444"



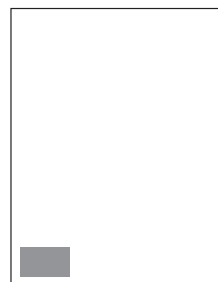
**1/16 page (V)**  
2.35" x 2.444"



**1/16 page (H)**  
4.9" x 1.121"



**1/32 page (V)**  
1.075" x 2.444"



**1/32 page (H)**  
2.35" x 1.121"

**Double Truck** - 20.75" wide x 10.375" tall (two pages + gutter width)

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## Guidelines for Ads Sent on Disk or Electronically

Our Production Department is Apple Macintosh-based. We can accept files emailed, uploaded onto our FTP site or on CD. Whenever possible, files on disk should include laser proofs. Please include advertiser's name, size of ad, run date and ad rep's name.

### Email:

- Email electronic files to **production@indyweek.com** and your ad rep. Be sure to include the ad name and run date in the subject line of the email.

### FTP Site:

- Address: **ftp.indyweek.com**  
Username: **indyads**  
Password: **guest**
- Place ads into the Uploaded Ads folder. Email **production@indyweek.com** to confirm the file was successfully uploaded.

### Text:

- Do not put non-reversed type over a screen darker than 50%.
- Do not reverse type less than 9 pt. for serif type or less than 6 pt. for san-serif on top of 100% black.
- Do not reverse type less than 18 pt. for serif type or less than 12 pt. for san-serif on top of a rich black or other dark color background.
- Use 100% black for small type (type under 12 pt, or type with fine lines) in a 4-color ad. Registration is not close enough in newsprint to guarantee legibility at small type sizes.

### Color:

- All colors should be process CMYK.
- We will use a process color simulation of any PMS color.

### Borders:

- All camera-ready ads without a border will have a 1pt black border added to it. If the ad should not have a border, please specify this when you send the ad in.

## We can accept camera-ready ads in these Apple Macintosh formats:

### Adobe Acrobat PDF (up to version CS2):

- **THIS IS THE MOST PREFERABLE FORMAT.**
- Many applications allow you to export a PDF directly from the program. We've found that many of those PDFs do not separate correctly. Our printer recommends (and so we recommend as well) printing a postscript file and distilling with Adobe Acrobat using the Acrobat Distiller Settings PDFX1a2001. If you are using a version of InDesign lower than CS2, it is especially important that you use this method.
- Make sure you embed your fonts.
- If you are making a PDF directly from an application, make sure you are using the PDFX1a setting.

### InDesign (up to version CS2):

- Include all art and fonts that are in the file.
- Make sure that all colors have been converted to process CMYK..
- Use the High Resolution Transparency Flattener Preset if you are using transparent objects. Check "Ignore Spread Overrides."

### Photoshop (up to version CS2):

- For grayscale images: Lighten midtone. Set highlight at 0% and shadow at 100%. Resolution should be 150 dpi.
- For color images: Dot gain should be set at 27%. Set the highlight at 3% cyan, 0% magenta, 0% yellow, 0% black. Set the shadow at

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85% cyan, 75% magenta, 75% yellow, 85% black. Convert to CMYK. Separation Setup: Use GCR, Black Generation at Medium. Black Ink Limit 85. Total Ink Limit 320. UCR amount 0. Resolution should be 150 dpi.

- For bitmap images: Resolution should be 600 dpi.
- If you are doing the entire ad in Photoshop (grayscale photo and text), set the resolution at 300 dpi. The file can be saved as a high-quality JPEG to make it small enough to email.

## **Illustrator** (up to version CS2)

- Include all imported images.
- Convert all text to outlines.

## **We can sometimes use camera-ready ads made in these programs:**

### • **Microsoft Word**

- **ADS IN THIS FORMAT DO NOT RECEIVE A CAMERA-READY DISCOUNT.**
- Please include a printout so we know what the fonts are supposed to look like.
- We only have the basic PC fonts. We might have to substitute fonts unless you include yours.

### • **Pagemaker**

- Make a PDF—you can find instructions on the Adobe Website.

### • **Freehand**

- Include all imported images.
- Convert all text to paths.
- Save as Illustrator EPS or make a PDF.

### • **Corel Draw**

- Include all imported images.
- Convert all text to outlines.
- Save as Illustrator EPS or make a PDF.

Please allow plenty of time for ads in these formats, as they do not always work.

***We do not accept Publisher files.***

**If you have further questions, please call the production department at (919) 286-1972.**