

ADVERTISING SPECIFICATIONS

Reporter
Newspapers

Atlanta
INTOWN

Atlanta
Senior Life
FROM REPORTER NEWSPAPERS

ATL **ROUGH DRAFT**

Free Ad Design

Our experienced creative staff is available to design your ads at no additional charge. Please ask your Account Executive for design assistance. Complete redesigns may carry a separate charge.

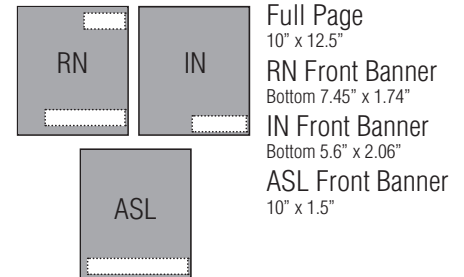
Camera-Ready Ads

- **Color:** Make sure all images are converted to CMYK or grayscale (for a black and white ad). No RGB. For B&W Ads use 100% black only (no 4-color black).
- **Please set your ink levels** to no more than 215
- **Accepted Formats:** PDF (preferred) or JPEG
- **NOT Acceptable Formats:** MS Word, Works, Publisher, Pain, Word Perfect, PowerPoint, CorelDraw or PageMaker documents.
- **Sending Native Files:**
Adobe Acrobat: All color files should be composite CMYK (do not send separations) or grayscale.
Illustrator: Save file as AI or PDF only. Convert text to outlines. Include all images.
- **Fonts:** All fonts need to be at least 8 points or greater. Avoid using narrow or thin fonts for text reversed out of a colored background. Any fonts reversed out of a color background need to be at least 10 points, non-lightfaced. Avoid using narrow or thin fonts for text in very light colors. When submitting JPEG or PDF files all fonts must be converted to outlines.
- **Images:** We do not accept images from websites. Resolution should be no less than 200 dpi when image is used at 100% scale. Sharpening photos will help ensure crisper reproduction in newsprint. Do not submit art/images with crop marks or bleed.
- **Digital Ads:** Please include URL link for web ads.

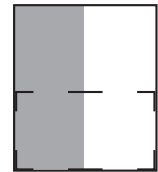
All materials should be delivered to our graphic design department at least one week prior to issue date.

E-mail materials to production@springspublishing.com

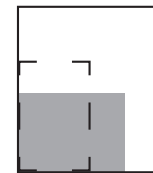
For information about Classified and Service Directory ads, please call 404-917-2200 x 1003



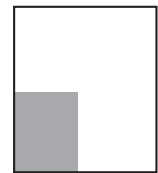
Junior Page
10" x 8.25"



1/2 Page
V 4.94" x 12.5"
H 10" x 6.185"



1/3 Page
V 4.94" x 8.28"
H 7.47" x 6.185"



1/4 Page
V 4.94" x 6.185"



1/6 Page
4.94" x 4.08"

Website Display Ads



Leaderboard
TWO SIZES
970x250, 728 x 90
Plus, 320 x 50
(Mobile Version)



Tower Ad
300 x 600

Box Ad
300 x 250