

ADVERTISING SPECIFICATIONS

Atlanta Intown
A RoughDraft Publication

Reporter Newspapers
A RoughDraft Publication

Silver Streak
By RoughDraft

RoughDraft
atlanta

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 that 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@roughdraftatlanta.com

