Print Advertising Specifications | 2026
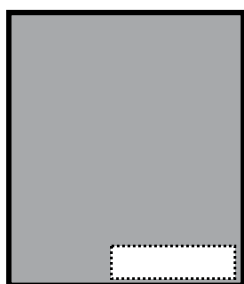
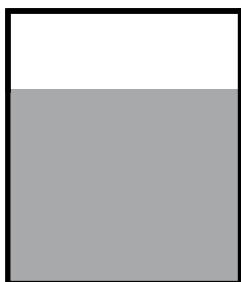**RoughDraft** atlanta   **Reporter Newspapers** A **RoughDraft** Publication   **Atlanta Intown** A **RoughDraft** Publication   **Georgia Voice** A **RoughDraft** Publication
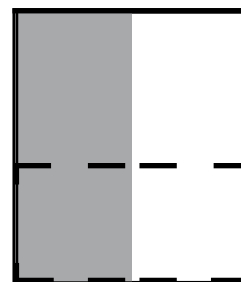
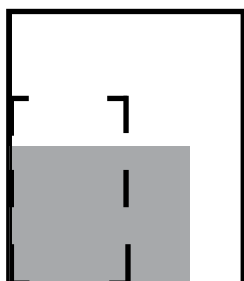| PRINT AD SIZE	INCHES (W x H)
Full Page	10 x 12.5
Junior Page	10 x 8.25
1/2 Page - Vertical	4.94 x 12.5
1/2 Page - Horizontal	10 x 6.185
1/3 Page - Vertical	4.94 x 8.28
1/3 Page - Horizontal	7.47 x 6.185
1/4 Page - Vertical	4.94 x 6.185
1/6 Page - Horizontal	4.94 x .4.08
Cover (Reporter Newspapers)	7.45 x 1.74
Cover (Atlanta Intown)	5.6 x 2.06
Front Page Top Right Corner	3.76 x 2.25

Full Page
10" x 12.5"
RN Front Banner
Bottom 7.45" x 1.74"
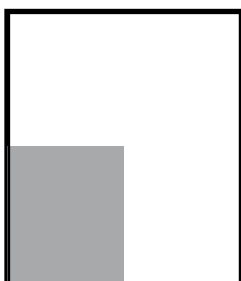**IN Front Banner**
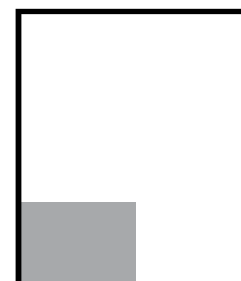Bottom 5.6" x 2.06"

Junior Page
10" x 8.5"

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"

RoughDraft atlanta

Reporter Newspapers
A **RoughDraft** Publication

Atlanta Intown
A **RoughDraft** Publication

Georgia Voice
A **RoughDraft** Publication

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 t**o no more than 215.
- **Accepted Formats:** PDF (preferred) or JPEG.

- **NOT Acceptable Formats:** MS Word, Works, Publisher, Paint, 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.
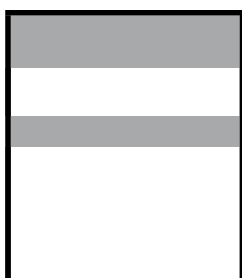
Digital Advertising Specifications | 2026

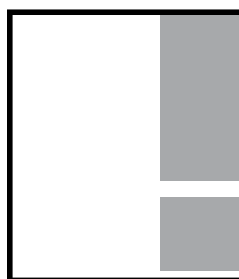**RoughDraft** atlanta   **Reporter Newspapers** A **RoughDraft** Publication   **Atlanta Intown** A **RoughDraft** Publication   **Georgia Voice** A **RoughDraft** Publication

DIGITAL AD UNIT	PIXELS (width x height)	NEWSLETTERS
Top Leaderboard (Desktop)	970 x 250	
Middle Leaderboard (Desktop)	728 x 90 Limit the amount of text for maximum impact	
Tower (Desktop Sidebar & Mobile)	300 x 600	
Box (Mobile & Desktop)	300 x 250 Limit the amount of text for maximum impact	
Email Display	800 x 600 or 970x250	
Rough Draft Text Ad	40 words (max)	Limit 2 per email
Sponsored Story	100 words (max) 40 character headline Photo: 800 x 500	Limit 1 per email
Job Listing	250 characters max	

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

Tower Ad
300 x 600

Box Ad
300 x 250