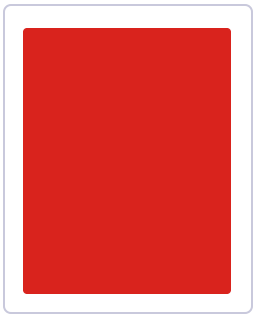
Rough Draft®

Print, newsletter + digital specs

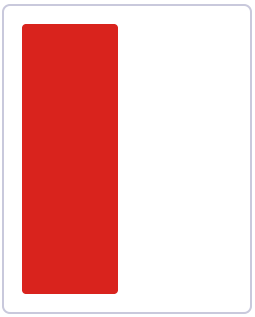
Print

Print ad sizes

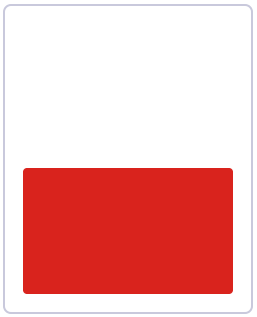
Camera-ready ads. Rough Draft in Print and Rough Draft Athens share specs; Atlanta Intown differs only in its front cover banner.



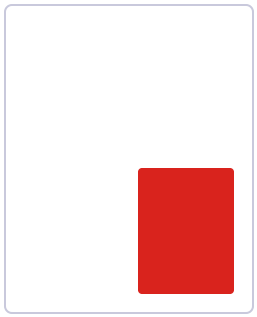
Full Page
10 × 12.5 in.



Half Page, vertical
4.94 × 12.5 in.



Half Page, horizontal
10 × 6.185 in.



Quarter Page, vertical
4.94 × 6.185 in.

Ad units

AD UNIT	INCHES, W × H
Full Page	10 × 12.5
Half Page, vertical	4.94 × 12.5
Half Page, horizontal	10 × 6.185
Quarter Page, vertical	4.94 × 6.185
Front Cover Banner, Rough Draft in Print & Athens	7.45 × 1.74
Front Cover Banner, Atlanta Intown	5.6 × 2.06

File requirements

Formats	PDF (preferred) or JPEG. No Word, Publisher, PowerPoint or similar files.
Color	CMYK or grayscale only, no RGB. Black-and-white ads use 100% black. Maximum ink 215.
Trim	No crop marks or bleed.
Fonts	Minimum 8 pt; 10 pt for text reversed out of color. Outline all fonts.
Images	200 dpi or higher at 100%. No images pulled from the web. Sharpen for newsprint.

Digital

Display ad sizes

300 × 600, 970 × 250, 300 × 250 and 728 × 90 pixels, with a click-through URL.



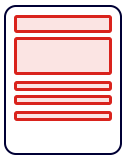
File types: PNG, GIF, JPG · Preferred size: 150 KB · Max size: 950 KB

Send print creative to sales@roughdraft.news by the artwork deadline for your issue.

Newsletter

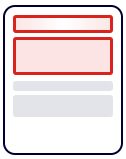
Newsletter specs

Every placement runs in the daily Rough Draft Atlanta flagship and our lifestyle and community editions unless noted. Red marks where your unit appears.



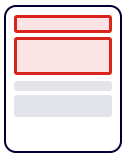
Full Issue Takeover

Masthead logo, 75-word sponsored story with one photo, three text ads up to 40 words each. One link per unit.



Dynamic Masthead Takeover

Animated GIF or video masthead + 75-word sponsored story. Links on masthead and story.



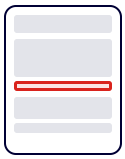
Static Masthead Takeover

"Sponsored by" logo masthead + 75-word sponsored story with one photo. Links on masthead and story.



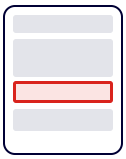
Vignette

One image, up to 50 words, one link.



Text Ad

Up to 40 words, company name in bold, one link.



Display Ad

970 × 250 pixels, one click-through URL. Lifestyle and community editions only.

File types: PNG, GIF, JPG · Preferred size: 150 KB · Max size: 950 KB



Events Calendar Sponsor

Logo + "Presented by" line for The Marquee events calendar, one link.

Creative due 1 week before the send date. Monthly sponsorships run 4 consecutive weekly sends. Subject to availability.