

Advertising Specs

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Duke City Fit
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Since Duke City Fit is printed on bright white newsprint, there are some special considerations...

*Ad sizes are: 1/4 page 6.5" high x 5" wide
1/2 page 13.5" high x 5" wide
Full page 13.5" high x 10" wide*

Color format should be 4-color CMYK.

Resolution should be at least 200 ppi. 300 ppi would be better.

*We use Adobe CS2 products, so any of the Adobe formats will work just fine.
PDF, PDS, TIFF, EPS, JPEG, INDD Package*

*If you use other products, you should convert to PDF or JPEG.
Remember to get the 4-color and the resolution right.*

Newsprint generally prints about 10% darker than what you see on your screen. You may compensate for this somewhat within Photoshop by selecting "US Web Uncoated v2" as your CMYK color setting.

Black areas, particularly text, should be flat black (just K) rather than 4 color black. Similarly, the less number of the 4 colors you include in detailed areas (like small text), the better. If you can, use 2 colors rather than 3 or 4.

If the final ad is 10mb or less, you can email it to the address above. If it is bigger than that, or you have questions, contact Ken Orth, also above.

Duke City Fit
Albuquerque's Guide to Fitness, Health, and Well-Being