

Key Peninsula News Ad electronic submission guidelines

1. We can accept camera-ready ads on disk or by email in the following formats: TIFF; EPS; PDF. Fonts must be embedded, converted to paths or rasterized, whichever is appropriate, for proper reproduction. Line art/graphics must be 300 dpi; if submitting photos only to be placed into ads, please use 170 dpi. PDF files must use the correct settings that are optimized for our press—contact your sales representative for details.
2. We can accept MS Word files for text, but not embedded photos and other art. We can also accept jpg files as long as they are 300 dpi. We may be able to accept Pagemaker or Quark files with all the images linked and included and all fonts provided—call in advance if you prefer this format.
3. We can accept ads on zip disk or CD-ROM, PC format (or if Mac disk, formatted for PC); ads smaller than 3 MB can be emailed to us directly
4. If submitting ad on a disk, a printed proof is not necessary but is very much appreciated.

Ad sizes

Business card: 3” by 1.75”

1/16 page: 1.3” high by 5.167” wide or 2.5” wide by 2.7” high

1/8 page: 2.5” wide by 5.5” high or 5.167” wide by 2.75” high

¼ page: 5.167” wide by 5.5” high or 2.5” wide by 11.125” high

½ page: 5.167” wide by 11.125” high or 5.5” high by 10.5 wide

¾ page: 7.833” wide by 11.125” high or 8.25” high by 10.5” wide

full page: 10.5” by 11.125”