



# Production Guide

Effective November 1, 2007

**! DEADLINE ! – Mondays at 5 pm (unless early deadline)**

## Please submit ads in .PDF format

### How to send your ad:

- E-mail all advertising materials to: [production@acweekly.com](mailto:production@acweekly.com)
- Include the name of your Atlantic City Weekly account executive in the subject line or in the body of the e-mail.

### Preparing your ad:

- Color ads must be prepared for process color - CMYK. Convert RGB, Lab color or non-CMYK Pantone colors to CMYK.
- Fonts must be embedded. Best results: save as a .ps file and distill it to create the .pdf. Fonts may be converted to curves.
- We can NOT accept Publisher (.PUB files) or WordPerfect files.
- Art files should be saved as TIFF, EPS or JPG (minimal compression, highest quality only).
- Line screen: 100 lpi.
- Resolution: 200 dpi (twice the screen ruling of 100 lines per inch). Images should be scanned at the size they are to be printed. Line art should be scanned at 1200 dpi.
- 30% midtone dot gain. 240% total ink limit.
- Ads must have a border with a minimum width of .5 points.
- Transfer media accepted in lieu of e-mail: CD-ROM.
- Supply a color match print when running a color ad.
- Please contact us about acceptable alternatives to .pdf files.

### Detailed production specifications are available.

Contact AC Weekly production manager:  
Douglas Wipf, (609) 646-4848, ext. 26. [dwipf@acweekly.com](mailto:dwipf@acweekly.com)

### Ad Dimensions

Page (fraction)	Col.	Width (inches)	Height (inches)
Full	6	10	10.875
3/4	6	10	8.125
2/3 Vertical	4	6.6	10.875
2/3 Horizontal	6	10	7.208
Junior Page	4	6.6	8.125
1/2 Vertical	3	4.9	10.875
1/2 Horizontal	6	10	5.375
1/3 Vertical	2	3.2	10.875
1/3 Horizontal	6	10	3.542
1/3 Square	4	6.6	5.375
1/4	3	4.9	5.375
1/6 Vertical	2	3.2	5.375
1/6 Horizontal	3	4.9	3.542
1/8 Vertical	2	3.2	4.0
1/8 Horizontal	3	4.9	2.625
1/12 Vertical	1	1.5	5.375
1/12 Horizontal	2	3.2	2.625
1/16 Vertical	1	1.5	4.0
1/16 Horizontal	2	3.2	2.075

### Column Widths 6 Column Format

Columns	Inches
1	1.5
2	3.2
3	4.9
4	6.6
5	8.3
6	10

609-646-4848 – fax.609-677-0516

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[www.acweekly.com](http://www.acweekly.com)