

The Senior VOICE

Published Locally Since 1980

1330 Centennial Road
Fort Collins, Colorado 80525

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www.theseniorvoice.net

ADVERTISING TECHNICAL GUIDELINES

- **E-mails ads only, not editorial: production@ADSInc-Creative.com**
- **Questions, call Wolfgang Lambdin, Fort Collins (970) 229-9204.**
- Hard copy of ad must accompany electronic file. Logos/art must be submitted as high quality (minimum 300 dpi) .tif, .jpg or .eps files, or good quality hard copy (not faxed). We can re-create logos for a fee of up to \$100.
- Macintosh QuarkXpress 4.0, 5.0, 6.0 and 6.5 files are accepted, with all graphics (.tif or .eps) and fonts collected, as for a service bureau. Please do not e-mail files over 6Mb. Instead, provide a Mac-compatible CD. All storage media will be returned.
- No ads or pieces of ads should be saved as QuarkXpress .eps files; fonts cannot be embedded or converted to curves, and file will ask for missing fonts when output.
- Fonts in PC QuarkXpress files will be replaced with Macintosh fonts (hard-copy of ad must be provided for comparison). The Voice will match fonts as closely as possible but does not guarantee exact match to original.
- Ads created in Corel Draw, Aldus Freehand or Adobe Illustrator must be saved as .eps format, with all art and photos embedded and all fonts converted to curves.
- If submitting 4-color ad, please confirm that colors, photos and art are CMYK. Ads that are black with one or more spot colors will be printed as CMYK.
- No Adobe Pagemaker, Adobe In-Design, Ad Creator, Microsoft Publisher or any other program created ads accepted. Please generate high resolution pdfs with all fonts embedded if using these programs to build your ad. Ad also may be submitted as high resolution .jpg files or good-quality laser or Velox output. Output all Velox or laser at 100 line-screen.
- PDF files must be Mac 4.0 compatible and have all fonts embedded. Hard copy must accompany any .pdf files, for comparison.
- Changes cannot be easily made to pdfs. Please have changes made before final pdf is created. If not possible, please send pdf and all pieces and parts used to create the ad so it can be rebuilt.
- The Voice is not SAU. Please use ad sizes below or on rate sheet.

MEASUREMENTS

Tabloid size page, with maximum image size 10" wide x 12.5" long. Four columns per page, each column is 14 picas wide, with 1.25 picas between columns. Page is 175 agate lines deep. Preferred screen is 100 lines per inch.

Ad Size	Width x Height (Picas/Points)	Ad Size	Width x Height (Picas/Points)
Full Page	10" x 12 1/2" (60p0 x 75p0)	3/8 horizontal	7 7/16" x 6 1/8" (44p8 x 36p9)
3/4 vertical	7 7/16" x 12 1/2" (44p8 x 75p0)	1/4 vertical	2 3/8" x 12 1/2" (14p0 x 75p0)
1/2 vertical	4 7/8" x 12 1/2" (29p4 x 75p0)	1/4 square	4 7/8" x 6 1/8" (29p4 x 36p9)
1/2 horizontal	10" x 6 1/8" (60p0 x 36p9)	1/8 vertical	2 3/8" x 6 1/8" (14p0 x 36p9)
3/8 vertical	4 7/8" x 9 1/4" (29p4 x 55p9)	1/8 horizontal	4 7/8" x 2 15/16" (29p4 x 17p7)