

Resident

COMMUNITY NEWS



2018 Advertisement Design Guidelines



www.residentnews.net

Please design ads using the following dimensions and specifications

1/16 - No Bleed

Vertical: 2.395" x 3.875"
Horizontal: 4.917" x 1.85"

1/8 - No Bleed

Standard: 4.917" x 3.875"
Vertical: 2.395" x 7.9"
Horizontal: 10" x 1.85"

1/4 - No Bleed

Vertical: 4.917" x 7.9"
Horizontal: 10" x 3.875"

1/2 - No Bleed

Vertical: 4.917" x 16"
Horizontal: 10" x 7.9"
Center-spread: 10.834" x 7.9"

Full - No Bleed

Vertical: 10" x 16"
Horizontal: 21" x 7.9" (Center-spread only)

Sometimes two ad sizes may be combined to create a specialty size. When doing so you must add an additional .1667" to either the height or width based on which direction the ads are being combined to account for the space that would normally go between the two ads.

ex. combining a 1/4 H and a 1/8 H, these two ads would normally be stacked vertically. So you would need to add .1667" to the total height:

$3.875 + 1.85 + .1667 = 5.8917$

The dimensions of this combination would be:

10" x 5.8917"

RESOLUTION: 300dpi

When building your ad designs make sure that the images and other artwork you are using have a resolution of 300 dpi (minimum 200 dpi) at 100% of the size that it will be used in the ad design.

COLOR FORMAT: CMYK

Please convert all images and artwork to CMYK (U.S. Webcoated SWOP V.2). NO PANTONE or other LAB colors accepted. **CMYK ONLY!**

FILE FORMATS ACCEPTED: TIFF (no layers), PDF, A JPG may also be accepted if it has a resolution of 300 DPI or higher and was saved at maximum quality. If sending as a PDF please save your PDF as "Press Quality" with compatibility of Acrobat 5.

FONTS: Please embed all fonts if sending as a PDF. Or if you are unable to do that please convert all text into outlines. Or Rasterize the ad by sending as a JPG or flattened TIFF.

TRANSPARENCY: If your design includes a transparency effect such as drop shadows, special transparent blending, semi opaque or transparent layers. Please flatten these transparencies. You can do this using Adobe Acrobat. This is not necessary if sending as a JPG or TIFF (with no layers).

PRINTER MARKS: If sending as a PDF **DO NOT** include any printer marks such as bleed and crop marks or color bars etc. We place our own marks when sending to the printer and any marks on ads can interfere with our marks

**It is highly recommended to use a proper design program such as InDesign, Illustrator, Photoshop. Using a word processor like Microsoft Word, PowerPoint or something of that sort usually does not have the proper tools to fulfill these requirements and will only make things more difficult.*

Tips: The Resident Community News is printed on recycled newsprint. You can expect your colors to print at least 10-15% darker and less vibrant than what you see on a computer screen.

Newsprint results in a 20-30% dot-gain. Try not to use a font size smaller than 6.5pt. Its recommended to sharpen your images and increase contrast. Always try to use the highest resolution image possible. The higher dot-gain will result in a slightly fuzzier print compared to standard or glossy paper.

If you have questions or need help preparing your file(s) please contact The Resident.

1/16 Horizontal
4.917" x 1.85"

No bleed

1/8 Horizontal
10" x 1.85"

No bleed

1/4 Horizontal
10" x 3.875"

No bleed

1/2 Horizontal
10" x 7.9"

No bleed

1/16 Vertical
2.395" x 3.875"

No bleed

1/8 Vertical
2.395" x 7.9"

No bleed

1/2 Vertical
10" x 7.9"

No bleed

1/4 Vertical
4.917" x 7.9"

No bleed

1/32
2.395" x 1.85"

No bleed

1/8 Standard
4.917" x 3.875"

No bleed

1/4 Tall
2.395" x 16"

No bleed

Sample of most common
special sizes by combining
two different ad sizes.

1/8 Standard + 1/16 Horizontal
4.917" x 5.89"

No bleed

1/8 Standard + 1/16 Vertical
7.48" x 3.875"

No bleed

1/4 Horizontal + 1/8 Horizontal
10" x 5.89"

No bleed

Full
10" x 16"

No bleed

1/4 Vertical
4.917" x 7.9"

No bleed

Half Page (centerspread only)
10.834" x 7.9"

No bleed

Placed in horizontal center of the spread in between two vertical 1/4 page ads

1/4 Vertical
4.917" x 7.9"

No bleed

Full Horizontal (centerspread only)
21" x 7.9"

No bleed

Spans entire bottom half of spread