

# Hometown News

## Instructions & Guidelines to send Ads & Artwork for Advertising

[Ads@HometownNews01.com](mailto:Ads@HometownNews01.com)

If you are sending a **DIGITAL CAMERA READY AD** — we prefer to receive a **PDF** file.

It is imperative before you send any predesigned ad that you check with your account representative to insure the exact measurements, color specifications and DEADLINE for receipt. The standing deadline for Camera Ready Ads is the Monday 5:30 p.m. prior to publication.

**LINE SCREEN:** 85 lpi    **DOT GAIN:** 20-30%    *Please adjust images for gain.*

**FONTS:** Use Postscript TYPE 1 fonts when possible. The use of TRUE TYPE is discouraged whenever possible. Please EMBED all fonts instead of SUBSETTING them.

**BLACK & WHITE ADS:** make sure that all images used in the ads are not in color. It is possible that an image appears to be B/W, but is in a color mode such as RGB, CMYK or Index color.

**SPOT COLOR ADS:** If your are designing an ad that includes spot color you must only use **MAGENTA**. Note that the ad will not print **MAGENTA**, but the **MAGENTA** plate will be used for the **SPOT** color designator. No Pantone, nor Custom spot color is permitted

**PROCESS COLOR ADS:** As with all ads, assure that the color mode on color images is **CMYK**. Please note that if an image is PDF'd with an **RGB** image — at press time it will print as a **Black and White** image.

If you are sending **ARTWORK** for an ad that **Hometown News** is building for you — the following applies:

You may send images in the following formats: **TIFF, JPEG or EPS\*\*** resolution should be at a **minimum of 150-200 dpi/ppi**. Resolution less than the minimum suggested cannot insure quality reproduction of your artwork.

\*\* **EPS files** created from **Illustrator, Freehand or Corel Draw** should have all type converted to curves or outlines. Any external image links must be embedded.

<b>RETAIL ROP</b>	
<b>COLUMN WIDTH</b>	
1 Col.....	1.69"
2 Col.....	3.55"
3 Col.....	5.41"
4 Col.....	7.27"
5 Col.....	9.13"
6 Col.....	11"
FULL Page 11" x 20"	
<b>CLASSIFIED</b>	
<b>COLUMN WIDTH</b>	
1 Col.....	1.11"
2 Col.....	2.34"
3 Col.....	3.58"
4 Col.....	4.81"
5 Col.....	6.05"
6 Col.....	7.29"
7 Col.....	8.52"
8 Col.....	9.76"
9 Col.....	11"

If you have any questions regarding this information, please contact your account representative or Philip Galdys @ (772) 467-4316