

# NORTH SHORE TODAY<sup>®</sup>

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## SPECIFICATIONS FOR COMPUTER-GENERATED OUTSIDE ARTWORK

### Ad Dimensions (Image Area/No Bleeds)

Front Cover .....	5.875" x	8"
Back Cover .....	5.875" x	8"
Full Page .....	5.875" x	9.875"
3/4 Page Horizontal.....	5.875" x	7.375"
1/2 Page Horizontal.....	5.875" x	4.875"
1/2 Page Vertical .....	2.875" x	9.875"
1/4 Page Vertical .....	2.875" x	4.875"
Small Box Ad (Back Cover Only) .....	2.25" x	1.50"

- Print-ready files must be submitted in a **PDF** or **EPS** format.
- Files may be sent via E-mail to: **NSToday@aol.com**.

### • **PHOTOS & FONTS**

- ~ Color images **AND** black and white halftones must be at least **300 DPI** resolution, but no higher than **600 DPI** resolution.
- ~ Color images including fonts must be in a **CMYK** Format, except for black type which must be mixed at 100% black.
- ~ All images must allow for a 20% dot gain (**make images lighter**).

### • **FONTS**

- ~ All fonts (screen & printer) must be embedded before creating a PDF file **OR** all copy set in the file should be converted to paths/outlines.

### • **SECURITY / PASSWORDS**

- ~ Please make sure that files are **NOT** Password Protected or Locked.