



creative specs

broadsheet & tabloid

ROP Ad Size	Inches (w x h)
Full Page	10.625" x 20"
Full Double Truck	22" x 20"
Half Page (Vertical)	5.25" x 20"
Half Page (Horizontal)	10.625" x 10"
Third Page (Regular)	7.042" x 10"
Third Page (Horizontal)	10.625" x 7"
Banner	10.625" x 3"
Quarter Page (Vertical)	5.25" x 10"
Quarter Page (Horizontal)	10.625" x 5"
Sixth Page	7.042" x 5"
Eighth Page	5.25" x 5"
Tower	3.458" x 5"
Sixteenth Page	5.25" x 2.5"
Business Card	3.458" x 3"
Jewelbox	5.25" x 4"

TAB Ad Size	Inches (w x h)
Full Page	9.25" x 9.75"
Half Page (Horizontal)	9.25" x 4.75"
Half Page (Vertical)	5.479" x 9.75"
Quarter Page	5.49" x 4.75"
Eighth Page	5.479" x 2.35"
2 column x 5	3.579" x 4.75"
Front Page Banner	9.25" x 2"
Full Double Truck	20.00" x 9.75"

Accepted File Formats

High Resolution - 300 dpi - PDF (Preferred)

Please distill your PDF as PDF/X-1a:2001

Be sure all fonts are embedded in the PDF.

Why?... If your web address or email information is converted to outlines, it will not link to your website/email in our digital editions.

Color Space

CMYK process colors

(DO NOT include RGB or SPOT colors)

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electronic

More on PDFs:

An Adobe PDF document is preferred for optimal reproduction of your camera-ready advertisement. It is recommended that you submit your completed ad to us in a PDF format to eliminate the need to provide us with the document, art, photos and fonts. However, once you give us a PDF file, we cannot make changes to your ad. Therefore, the original document must be prepared with CMYK PROCESS COLORS (DO NOT INCLUDE RGB OR SPOT COLORS) and the images must be CMYK. RGB photos will not reproduce as expected.

We do not accept ads in the following formats:

Corel Draw, MS Word, MS Excel, MS Publisher, MS Powerpoint. Also, Quark, InDesign, Illustrator, and PageMaker documents.

Hearst CT Media Group Delivery Portal:

Camera-ready files (complete PDF ad files) and components (files used by creative to design an ad) can be uploaded swiftly and accurately by using our Delivery Portal located at:

<https://HST4portal.affinitydigital.net/uploads>

When using our Ad Delivery Portal, the choices for submission are "Upload Completed Media" or "Upload Materials." Each form has a specific number of required fields in order to complete the upload. One of the fields is "Order Information", if you were not supplied with an ad order number, select "I don't know my Order Number" and

complete the remaining fields. All fields marked with a red asterisk must be completed in order to upload the materials. Please contact your sales representative for more detailed instructions if necessary.

AdSend and AdTransit:

Hearst Connecticut Media Group participates with AdSend and AdTransit to assist those customers who prefer to use this ad delivery service.

Preferred Design Programs:

Adobe InDesign, Photoshop and Illustrator should be used for creating components that are to be placed into the InDesign document, for example. Use of Photoshop to compose the entire ad typically presents final reproduction output issues and such documents are strongly discouraged.

Our in-house software programs are Adobe CS5 Creative Suite and Adobe Acrobat & Distiller X.

