

# creative specs

## broadsheet



ROP Ad Size	<i>new</i> Inches (w x h)	<i>old</i> Inches (w x h)
Full Double Truck	20.75" x 20.25"	22" x 20"
Full Page	9.875" x 20.25"	10.625" x 20"
Half Page (Vertical)	4.8542" x 20.25"	5.25" x 20"
Half Page (Horizontal)	9.875" x 9.75"	10.625" x 10"
Quarter Page (Vertical)	4.8542" x 9.75"	5.25" x 10"
Quarter Page (Horizontal)	9.875" x 4.75"	10.625" x 5"
Eighth Page	4.8542" x 4.75"	5.25" x 5"
Sixteenth Page	4.8542" x 2.25"	5.25" x 2.5"
Strip Banner	9.875" x 2.25"	10.625" x 2.25"
Biz Card (Home Services Directory)	3.18" x 3"	3.458" x 3"

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## tabloid



TAB Ad Size	Inches (w x h)
Full Double Truck	20.00" x 9.75"
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"

**Broadsheet (Dailies):** Connecticut Post | Greenwich Time | New Haven Register | Record-Journal  
Stamford Advocate | The Middletown Press | The News-Times | The Norwalk Hour

**Broadsheet (Weeklies):** New Canaan Advertiser | The Cheshire Herald | The Darien Times | The Wilton Bulletin  
The Ridgefield Press | The Trumbull Times | Shelton Herald | The Milford Mirror | Fairfield Citizen  
Westport News | New Milford Spectrum | The Litchfield County Times | The Register Citizen | Shoreline Times  
West Hartford News | The Post

**Tabloid (Daily):** Manchester Journal Inquirer

**Tabloid (Weeklies):** Berlin Citizen | Southington & Plainville Citizen | North Haven Citizen | Cheshire Citizen | Town Times

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## electronic



### 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)

#### 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.*

Contact: [Advertise@hearstmediact.com](mailto:Advertise@hearstmediact.com)