

Oklahoma Gazette Press Ready Advertising Guide

PRESS READY AD DEADLINE IS THURSDAY AT 5 P.M., 6 DAYS PRIOR TO PUBLICATION

Oklahoma Gazette appreciates your advertising support and will gladly accept your ad or art elements for ads by e-mail or FTP. The following instructions will help you coordinate this process with our production department.

Ad Sizes (width x height in inches)	
FULL	9.25 x 12.25
JR	6.9 x 9.15
1/2h	9.25 x 6.05
1/2v	4.55 x 12.25
3/8h	6.9 x 6.05
3/8v	4.55 x 9.15
1/4s	4.55 x 6.05
1/4h	9.25 x 2.95
1/4v	2.2 x 12.25
3/16h	6.9 x 2.95
3/16v	2.2 x 9.15
1/6s	4.55 x 3.983
1/8h	4.55 x 2.95
1/8v	2.2 x 6.05
1/16	2.2 x 2.95

Advertising File/Art Formats Accepted:

(PDF) Portable Document Format

PDF/X1a 2001 setting preferred.

(EPS*) Encapsulated Post Script

(TIFF**) Tagged Image File Format

(JPEG***) Joint Photographic Experts Group Format

* All type must be converted to paths

** All TIFF files must be flattened

*** Keep JPEG compression 8 or higher

We will **not** accept : Microsoft Word, Paint, Publisher, Excel, Power Point, CorelDraw native formats or any other file formats that are not specified above.

File Resolution:

Oklahoma Gazette prints with a 100 linescreen. All file resolutions should be at 200 dpi or larger.

Colors:

There are three possible color spaces for Oklahoma Gazette ads. Black & White (Grayscale), CMYK, or Spot (CMYK).

Black & White (Grayscale): This color mode will only have black as the color and channel.

CMYK: Cyan, Magenta, Yellow and Black, 4 channels making the ad full color.

Spot: This color space should be submitted in a CMYK color mode as the press the Gazette uses does **not** accept true spot color files (2 channels: 1 color, 1 black).

An example of an acceptable spot color ad would be:

The ad is to be black with a green spot color. Then the ad would be CMYK with cyan/yellow for the green spot and black for the rest. Please ensure that the black remains only black and not a "rich" black (black with cyan/magenta/yellow mixed)

Please make sure all elements within an ad are converted to the appropriate color mode. Ads or ad elements in RGB, LAB or Indexed Color modes will **not** be accepted.

Color Adjustment for newsprint:

Please ensure all photography and/or graphic elements are properly color adjusted for newsprint reproduction. In general, a 30% dot gain will occur, so please ensure the midtones are lightened. Also, for CMYK full color ads, please set your ink limit to 260. Anything over 260% will result in oversaturation of color.

File naming standard

For your file name, please use the name of the advertised business followed by the date the ad is to run. (e.g. - mybusiness 3.14.pdf)

To upload your ad via FTP:

Visit <ftp://mail.okgazette.com>

Log on using the following:

User ID: **okgclient**

Password: **gazetteads**

If problems with transmission through ftp occur, send your ads to layout@okgazette.com. Please notify your account manager of such problem.

Questions?

Please contact an Oklahoma Gazette representative at layout@okgazette.com if you have any questions or experience any difficulties with sending us your ads.