

Guidelines for Tabloid Art

Deadline

- Space reservation for camera ready ads: *Wednesday, 8 days prior* by 5pm
- Camera ready ads due *Friday, 6 days prior* by noon

Ad Delivery

- Submit files to ads@rcreader.com
- For large files (over 20 MB), please call for assistance.
- Mail: 532 West Third Street, Davenport IA 52801

Mechanical Requirements

- All ads and ad elements must be Grayscale or CMYK.
- RGB elements may not print and reproduction cannot be guaranteed.
- Resolution for all images: 300 DPI.
- Type over color photo or color gradient must be a minimum of 12 points. Bold sans serif fonts recommended for reverse type.
- Black elements in the ad must be 100% black, NOT CMYK.
 - Images in B&W ads must be grayscale.
- Fonts must be embedded or converted to outlines.
- Include all graphics or scanned images.
 - In Illustrator files, do not embed images, link them and include images.
- Please submit logo files in Adobe Illustrator EPS format.
- File names must have an extension (i.e., .tif, .eps, .pdf).

Software

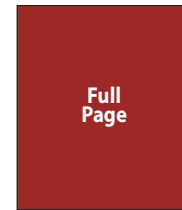
- We use Adobe Creative Cloud.

Preferred File Formats

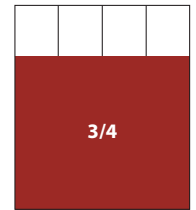
- TIFF (Photoshop, etc.)
- PDF (Adobe Acrobat) Fonts embedded or converted to outlines.
- EPS (Photoshop or Illustrator) Fonts embedded or converted to outlines.
- AI (Illustrator)
- We do not accept Microsoft Publisher (PUB) or Word documents (DOC).

Questions? Ask our design staff:

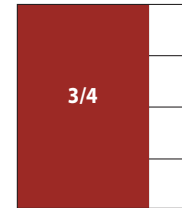
Call (563) 324-0049 or email ads@rcreader.com



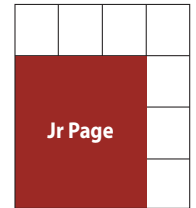
Full Page
10.25 x 11.25 inches



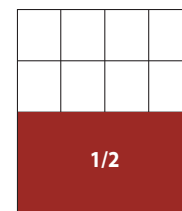
3/4 Page Horizontal
10.25 x 8.4 inches



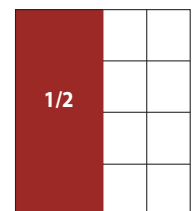
3/4 Page Vertical
7.625 x 11.25 inches



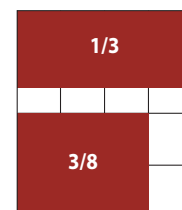
Junior Page
7.625 x 8.4 inches



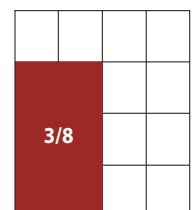
1/2 Page Horizontal
10.25 x 5.5 inches



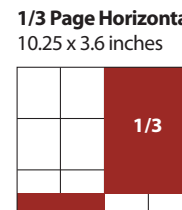
1/2 Page Vertical
5 x 11.25 inches



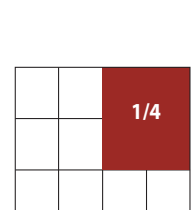
3/8 Page Horizontal
7.625 x 5.5 inches



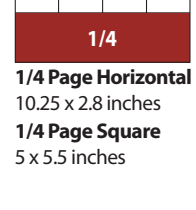
3/8 Page Vertical
5 x 8.4 inches



1/3 Page Horizontal
10.25 x 3.6 inches



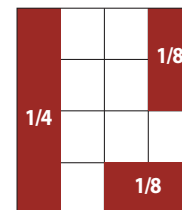
1/6 Page
5 x 3.6 inches



1/3 Page Vertical
5 x 7.425 inches

1/4 Page Horizontal
10.25 x 2.8 inches

1/4 Page Square
5 x 5.5 inches



1/8 Page
5 x 2.8 inches

1/4 Page Vertical
2.375 x 11.25 inches

1/8 Page Vertical
2.375 x 5.5 inches

1/8 Page Horizontal
5 x 2.8 inches