

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

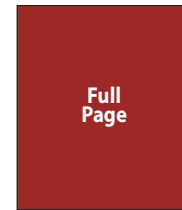
- We use Adobe CS3.

Preferred File Formats

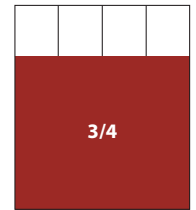
- TIFF (Photoshop, etc.)
- PDF (Adobe Acrobat) Fonts embedded or converted to outlines.
- EPS (Photoshop or Illustrator) Fonts embedded or converted to outlines.
- AI (Illustrator)
- We do not accept Microsoft Publisher (PUB) or Word documents (DOC).

Questions? Ask our design staff:

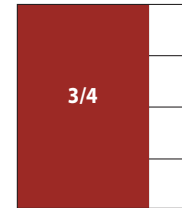
Call (563) 324-0049 or email ads@rcreader.com



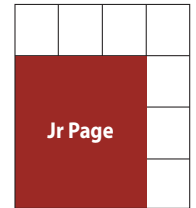
Full Page
9.25 x 10.875 inches



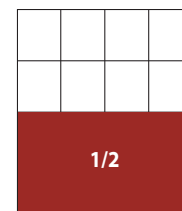
3/4 Page Horizontal
9.25 x 8 inches



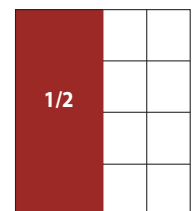
3/4 Page Vertical
6.9 x 10.875 inches



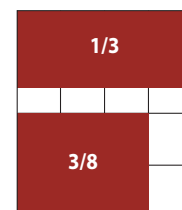
Junior Page
6.9 x 8.33 inches



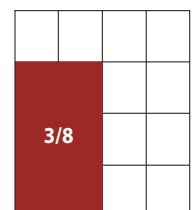
1/2 Page Horizontal
9.25 x 5.4 inches



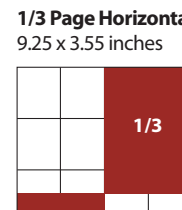
1/2 Page Vertical
4.55 x 10.875 inches



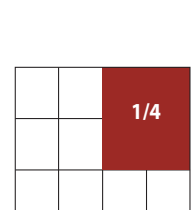
3/8 Page Horizontal
6.9 x 5.4 inches



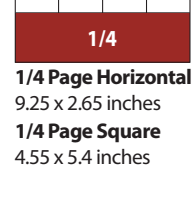
3/8 Page Vertical
4.55 x 8 inches



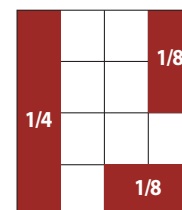
1/3 Page Horizontal
9.25 x 3.55 inches



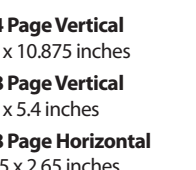
1/6 Page
4.55 x 3.55 inches



1/4 Page Horizontal
9.25 x 2.65 inches



1/4 Page Vertical
2.2 x 10.875 inches



1/8 Page Vertical
2.2 x 5.4 inches

1/8 Page Horizontal
4.55 x 2.65 inches