

digital ad specs



Acceptance of digital advertising or images for all Booster publications based on the following specifications

MAC OSX PRODUCTION

Acceptable application or program files in either **MAC OR WINDOWS FORMAT**

Preferred **Acrobat PDF.** Embed all fonts, high resolution, composite leave unchanged, spot or CMYK color space.

Acceptable up to Adobe Creative Suite CS4 apps, current version

InDesign CS4 Include all supporting files: images and fonts (screen and printer).

Illustrator CS4 Vector files such as logos must be converted to outlines.

Photoshop CS4 Save files as TIFF. Files should be saved at 150–200 dpi (at 100% size) for CMYK or Grayscale; B&W line art (1-bit TIFF) should be saved at 900–1200 dpi

Fonts Open Type or PS Type 1 preferred. Fonts missing or not sent due to licensing will be substituted with a similar font from our extensive library of more than 3,300

· Use the actual font; do not use the “style” menu from page layout program to embolden, italicize or shadow type. Type used in Illustrator or vector files must be converted to outlines.

Files are accepted via

- e-mail
- USB/Firewire Flash Drives
- CD/DVD

Specifications for column width and depth

COLUMN	width picas	inches	Inches	depth in picas	Inches	depth in picas	Inches	depth in picas
1 col	9p6.5	1.59"	1"	5p3	6"	35p6.375	11"	65p9
2 col	19p10	3.305"	2"	11p4.125	7"	41p7.125	12"	71p9.75
3 col	30p1.5	5.028"	3"	17p4.75	8"	47p7.75	13"	77p9.25
4 col	40p5	6.736"	4"	23p5.25	9"	53p8.75	14"	83p10.875
5 col	50p8.5	8.451"	5"	29p6	10"	59p8.625	15"	90p
6 col	61p	10.125"					16"	96p

Fractional ads are sized to next whole inch. Depth is slightly less than whole inch to allow for electronic pagination.

e-mail address

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TheBooster advertising publications

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