

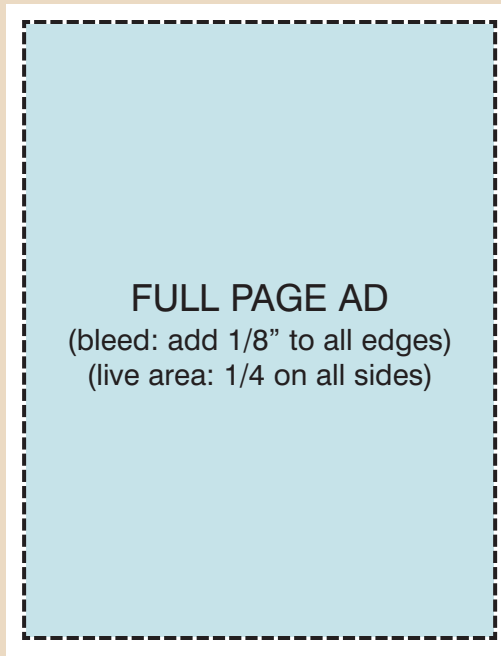
THE WALTON[®] Independent

BI-ANNUAL MAGAZINE 2009

ADVERTISING SIZES, SPECS AND GUIDELINES

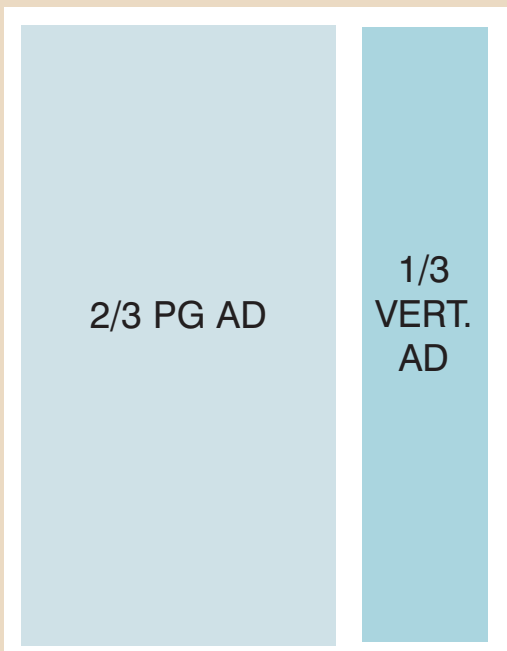


Publication trim size:
8.125" w x 10.875" h

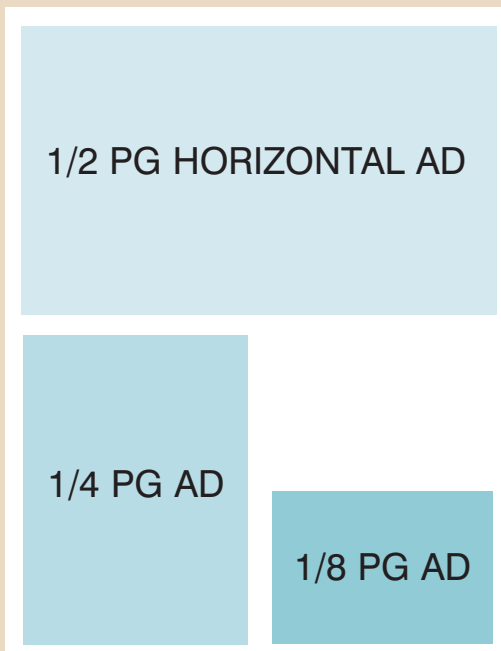


FULL PAGE AD
(bleed: add 1/8" to all edges)
(live area: 1/4 on all sides)

Full Pg non-bleed: 7.125" w x 9.75" h
Full Pg with bleeds: 8.375" w x 11.125" h



2/3 Pg ad: 4.625" w x 9.75" h
1/3 Vertical ad: 2.25" w x 9.75" h



1/2 Pg Horizontal ad: 7.125" w x 4.75" h
1/4 Pg ad: 3.375" w x 4.75" h
1/8 Pg ad: 3.375" w x 2.25" h

ARTWORK AND FILE REQUIREMENTS:

The following file formats are acceptable:

- Quark 5.0 -6.0 (no 7.0 files)
- InDesign (up to CS3)
- Photoshop (up to CS3)
- Illustrator (up to CS3)
- Press Ready PDFs

Image types and Resolution:

- All images must be CMYK
- 300dpi minimum resolution
- For Illustrator files, please convert all text to outline
- Only tiffs, eps, psd and pdfs are recommended. Maximum resolution and compression jpegs are excepted through email if needed.

**Fall publication deadline:
TBD at a later date**

Files can be emailed or placed on our ftp site.

FTP Site Info: (Using Fetch)
ftp.adigitalpublisher.com
Username: Crownpoint
Password: windsor!

Email files to:
WaltonIndependent@wrh.org
or gabedesignz@comcast.net

Please contact Deb Bergmann for Advertising Sales info at 563.940.2022, and Gabe Marshall for advertising file(s) submission/delivery at 678-571-8522.