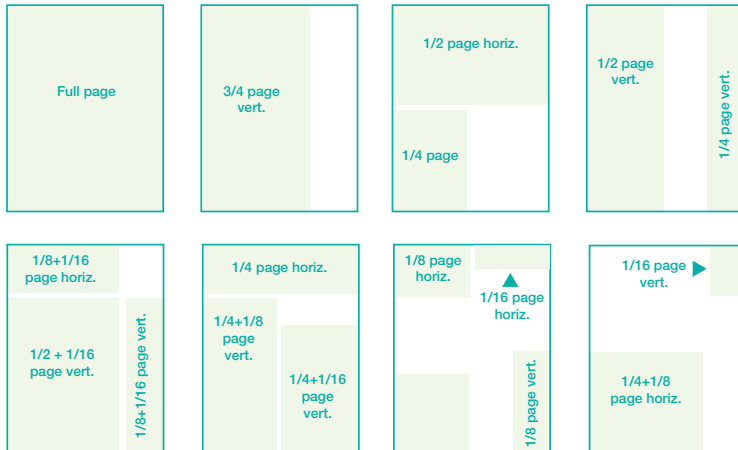


# Ann Arbor Observer Publications

## Print Ad Sizes & Submission Guidelines



DISPLAY AD SIZES	DECIMAL INCHES	INCHES	PICAS
Centerspread	19.75 x 13	19 <sup>3</sup> / <sub>4</sub> x 13	118.5 x 78
Full page	9.833 x 13	9 <sup>13</sup> / <sub>16</sub> x 13	59 x 78
3/4 page vertical	7.333 x 13	7 <sup>5</sup> / <sub>16</sub> x 13	44 x 78
1/2+1/16 page vertical	7.333 x 9.667	7 <sup>5</sup> / <sub>16</sub> x 9 <sup>5</sup> / <sub>8</sub>	44 x 58
1/2 page vertical	4.833 x 13	4 <sup>13</sup> / <sub>16</sub> x 13	29 x 78
1/2 page horizontal	9.833 x 6.417	9 <sup>13</sup> / <sub>16</sub> x 6 <sup>7</sup> / <sub>16</sub>	59 x 38.5
1/4+1/8 page vertical	4.833 x 9.667	4 <sup>13</sup> / <sub>16</sub> x 9 <sup>5</sup> / <sub>8</sub>	29 x 58
1/4+1/8 page horizontal	7.333 x 6.417	7 <sup>5</sup> / <sub>16</sub> x 6 <sup>7</sup> / <sub>16</sub>	44 x 38.5
1/4+1/16 page vertical	4.833 x 8	4 <sup>13</sup> / <sub>16</sub> x 8	29 x 48
1/4 page standard	4.833 x 6.417	4 <sup>13</sup> / <sub>16</sub> x 6 <sup>7</sup> / <sub>16</sub>	29 x 38.5
1/4 page vertical	2.333 x 13	2 <sup>5</sup> / <sub>16</sub> x 13	14 x 78
1/4 page horizontal	9.833 x 3.167	9 <sup>13</sup> / <sub>16</sub> x 3 <sup>3</sup> / <sub>16</sub>	59 x 19
1/8+1/16 page cube	4.833 x 4.75	4 <sup>13</sup> / <sub>16</sub> x 4 <sup>3</sup> / <sub>4</sub>	29 x 28.5
1/8+1/16 page vertical	2.333 x 9.667	2 <sup>5</sup> / <sub>16</sub> x 9 <sup>5</sup> / <sub>8</sub>	14 x 58
1/8+1/16 page horizontal	7.333 x 3.167	7 <sup>5</sup> / <sub>16</sub> x 3 <sup>3</sup> / <sub>16</sub>	44 x 19
1/8 page vertical	2.333 x 6.417	2 <sup>5</sup> / <sub>16</sub> x 6 <sup>7</sup> / <sub>16</sub>	14 x 38.5
1/8 page horizontal	4.833 x 3.167	4 <sup>13</sup> / <sub>16</sub> x 3 <sup>3</sup> / <sub>16</sub>	29 x 19
1/16 page vertical	2.333 x 3.167	2 <sup>5</sup> / <sub>16</sub> x 3 <sup>3</sup> / <sub>16</sub>	14 x 19
1/16 page horizontal	4.833 x 1.5	4 <sup>13</sup> / <sub>16</sub> x 1 <sup>1</sup> / <sub>2</sub>	29 x 9

- The Ann Arbor Observer is a stitched and trimmed 10 1/2" x 13 1/2" magazine printed web offset on recycled paper. The Ann Arbor Observer cover is printed on 50-lb. white offset paper. The text is printed on 30-lb. premium grade newsprint.
- **NOTE:** Do not take measurements from the magazine. All ads must be to the exact measurements specified on this page.
- We currently use and accept files compatible with the following software: Adobe InDesign CS4, Adobe Illustrator CS4, Adobe Photoshop CS4, Adobe Acrobat 9, and QuarkXPress 6.5.
- When possible, submit both the original files and a PDF version of your ad. This allows our design team to make any last-minute changes or corrections before going to print.
- Provide all fonts and linked images with your original file.
- Email files to: [ads@aaobserver.com](mailto:ads@aaobserver.com)
- Upload files to our FTP site— instructions provided on request.
- Submit files on CD, DVD, or USB portable memory device.



**We can help you meet your marketing goals!**  
*Give us a call at (734) 769-3175.*

**Ann Arbor Observer**

201 Catherine Street | Ann Arbor | MI | 48104 | 734.769.3175 | [adsales@aaobserver.com](mailto:adsales@aaobserver.com) | [arborweb.com](http://arborweb.com)



# Ann Arbor Observer Publications

## Production & Design Guidelines

### Digital Ad Files

- We currently use and accept files compatible with Adobe Creative Suite 5—InDesign, Photoshop, Illustrator, and Acrobat 9. Acceptable file types include: PDF, TIF, EPS. If you are submitting a file in .indd, .ai, or .psd file format please be sure to include all fonts and linked graphics.
- If you do not have professional design software, or are not able to submit a print ready file, we can create an ad for you. Consult your sales representative about our design services.
- Our production staff often adjusts photos and color for the best quality reproduction in printing. Adjustments include: lightening photos, increasing contrast, and adjusting colors. We will inform and consult you on the adjustments needed. Please see the guidelines for color below.

### Fonts

- If you are submitting your ad as a PDF file, please be sure all fonts are embedded in the file.
- If you are submitting an InDesign, Illustrator, or Photoshop file, we recommend converting the type to outlines to avoid font problems. Otherwise, please send the complete set of all fonts used.
- If you think it may be necessary for us to make type corrections or last-minute copy changes to your ad, please submit the original design file with all fonts used.

### Full Color Ads—see *advertising rates page for color charges*

- All documents should be set up in CMYK color mode.
- All images and graphics should be CMYK only. **Convert all spot colors and RGB images to CMYK. Do not use rich black or registration black.**
- Because there is a 20% dot gain on newsprint the ink density for any CMYK color mix should total no more than 225%.
- To prevent registration problems when type is set at 12 points or below we recommend using a single color ink (black, magenta, or cyan) at 100%.

### Photos and Graphics

- Use only CMYK or grayscale images in your design layout.
- Submit photos at 300 dpi. Low-resolution web photos and graphics are not suitable for print.

### Advertising Design Style Specifications

- Ads must have complete borders. Page bleeds are not available.
- Ads will not be placed sideways or upside down.
- If the design of an advertisement is similar to Ann Arbor Observer editorial style in three or more of the following ways, the ad will be marked “advertising” and must include the advertiser’s logo:
  - Body copy is Times Roman, 10 point on 12 point leading.
  - Type is set in 14 pica columns (4 per full page).
  - Heads, subheads, and initial caps are all used.
  - Photos are used with captions.

**For additional or updated information, or if you have any questions about our production specifications and guidelines, please contact the Observer production department at (734) 769-3175.**



*We offer complete design and production services. If you are looking for fresh ideas to jump-start your business, our creative design team is ready to work for you!*

## Ann Arbor Observer

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