

# ad specs 2005

## formats & general guidelines

Completed ads provided to us electronically should be only sent in **PDF** format.

If QuarkXpress is used to create an ad, use Acrobat Distiller to generate a PDF file. Please download an "LA Weekly specific job option" to distill the Postscript file. This job option file is available for download at [laweekly.com/production](http://laweekly.com/production). Using the "LA Weekly specific job option" will make sure the PDF created is 100% compatible with our specs.

If Adobe InDesign is used, please also download an LA Weekly InDesign preset when exporting as a PDF file. The preset can also be downloaded at [laweekly.com/production](http://laweekly.com/production).

**OPI Settings** - It is very important to make sure that the PDF does not contain any OPI information. If a file does contain OPI information, it will look good on screen but will print incorrectly on the newspaper. Using the "LA Weekly specific job option" will automatically remove all the OPI information from the PDF.

**IMPORTANT** - If a PDF is created without using "LA Weekly specific job option" the file will look normal on screen, but will print incorrectly on the paper.

**Do not use PDF Writer to create a PDF.** The file will not be usable for printing.

**Use Postscript fonts only to avoid type disappearing from ads.** No Open-type fonts or TrueType fonts should be used.

**All fonts must be embedded.**

File settings from Quark & other page layout programs should be: **2400dpi & 120 linescreen**

Color files may be sent as PDFs, but they must be prepared carefully.

4/C ads should be created as composite CMYK with all spot colors converted to process. RGB files must be converted to CMYK before creating the PDF.

Spot color ads are more challenging to produce for accurate separation. Build the ad using a process color in place of the spot color. We will use that plate to print the spot color.

Be aware that LA Weekly will place a border on ads without visible edges.

**TIFF** or **JPEG** files are acceptable. Save TIFFs with Macintosh encoding and LZW compression. Save JPEGs as baseline standard and quality: 10. Create all files at **300dpi** for the best quality. Convert all Photoshop files to JPEG or TIFF before sending.

Please do not send any Quark, Illustrator or other native files. All of those files should be sent in PDF format.

Please call the Production Department at 323.993.3555 or 323.993.3678 if you have any questions regarding these specs.

## deadline

The deadline to receive ads electronically or via disk is 6:00 pm on Monday before the issue publication date.

## address

Please upload your camera ready files to:

**<http://ads.laweekly.com>**

The above address is for final ad delivery only. Instructions about ad copy, placement or billing must be sent directly to your sales representative.

## LA Weekly design

LA Weekly has a staff of talented designers who can produce ads if these specs are beyond individual capabilities. Please talk to your sales representative to see if this is the best option for you.

# LA WEEKLY

**Display Advertising 323-465-4414**

**Classified Advertising 323-465-4433**

**6715 Sunset Blvd., Los Angeles, CA 90028**

**[www.laweekly.com](http://www.laweekly.com)**

# color specs 2005

## guidelines

All color ads must be prepared as composite CMYK.

4/C photos should be adjusted to limit maximum ink density to 230%. More ink will only increase offset and smearing. The lower your total ink coverage, the sharper and more accurate your images will reproduce. Shadow areas in particular need special attention to minimize the amount of ink.

Under color removal is an important step in preparing color images for newsprint. Black areas of an image should have as much color as possible removed from all other channels.

Rich black reverses should be 100%K 10%C. More ink will not produce a deeper black on newsprint, but it will increase the difficulty of proper registration. Reversed text will have decreased readability, and will fill in, if the black is too saturated.

Black text should be 100%K. Do not use rich black for text as you will experience registration problems and obscured text.

Color text should use as few channels as possible to create the color. Red for instance should be Magenta and Yellow only. Try to avoid colors which use light screens of black. The text will not reproduce well. Bold, basic colors reproduce best on newsprint.

Spot colors are more challenging to produce for accurate separation. You may build the ad using a process color in place of the spot color. We will use the process plate to print the spot color on press.

If you use a Pantone color, define all elements with the same color. Avoid using coated and uncoated versions of the same Pantone color. Be aware that Pantone colors are converted to CMYK and may not reproduce as expected.

Rasterized files should be saved as either a jpeg or tiff at 300dpi & CMYK mode.

RGB files are not acceptable and cannot be used. Extreme color shifts may occur if we are convert your RGB files to CMYK.



## LA Weekly design

LA Weekly has a staff of talented designers who can produce ads if these specs are beyond individual capabilities. Please talk to your sales representative to see if this is the best option for you.

Please call the Production Department at 323.993.3678 or 323.993.3555 if you have any questions regarding these specs.

# LA WEEKLY

**Display Advertising 323-465-4414**

**Classified Advertising 323-465-4433**

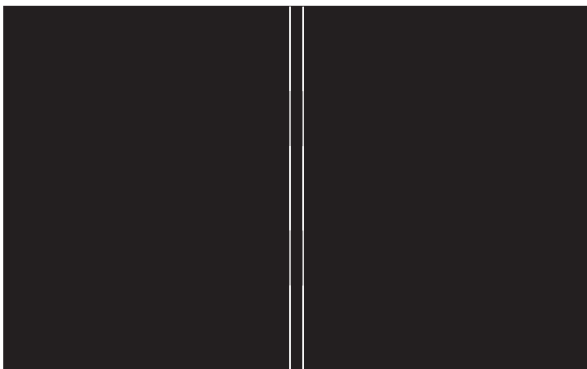
**6715 Sunset Blvd., Los Angeles, CA 90028**

**[www.laweekly.com](http://www.laweekly.com)**

# LA Weekly display ad sizes 2005

All ads are exact trim only with no bleed

Black area represents the ad size in relation to a full page



2-page spread  
20.75" x 12.75"

2-pg  
spread



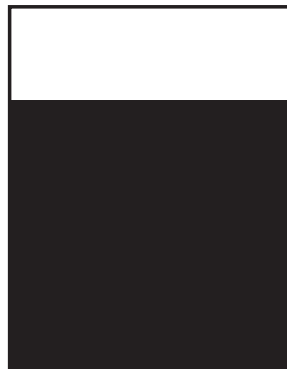
full page  
10" x 12.75"

full  
pg.



junior page  
7.375" x 10.187"

junior  
pg.



4 column 3/4 page  
10" x 9.437"



3 column 3/4 page  
7.375" x 12.75"

3/4  
pg.



2 column 1/2 page  
4.875" x 12.75"



3 column 1/2 page  
7.375" x 8.375"

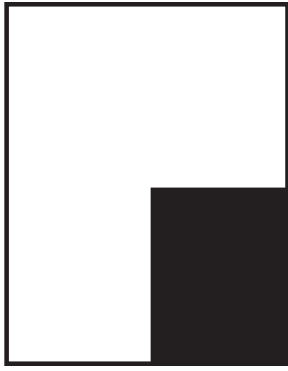


4 column 1/2 page  
10" x 6.25"

1/2  
pg.



1 column 1/4 page  
2.375" x 12.75"



2 column 1/4 page  
4.875" x 6.25"



3 column 1/4 page  
7.375" x 4.125"



4 column 1/4 page  
10" x 3.062"

**1/4  
pg.**



2 column 1/3 page  
4.875" x 8.375"

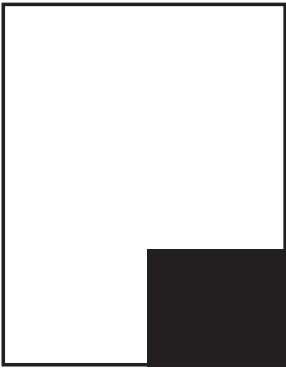


3 column 1/3 page  
7.375" x 5.763"



4 column 1/3 page  
10" x 4.125"

**1/3  
pg.**



2 column 1/6 page  
4.875" x 4.125"

**1/6  
pg.**



1 column 1/8 page  
2.375" x 6.25"



2 column 1/8 page  
4.875" x 3.062"

**1/8  
pg.**



1 column 1/16 page  
2.375" x 3.062"

**1/16  
pg.**

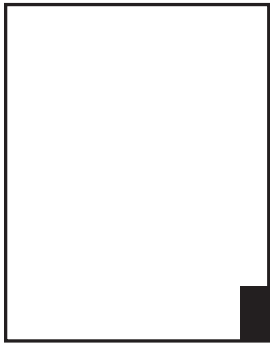
All display ads built for LA Weekly should reflect the specifications below.

2-pg spread	20 3/4" wide	x	12 3/4" tall	(20.75" x 12.75")
full page	10" wide	x	12 3/4" tall	(10.00" x 12.75")
junior page	7 3/8" wide	x	10 3/16" tall	(7.375" x 10.187")
4 col 3/4	10" wide	x	9 7/16" tall	(10.00" x 9.437")
3 col 3/4	7 3/8" wide	x	12 3/4" tall	(7.375" x 12.75")
4 col 1/2	10" wide	x	6 1/4" tall	(10.00" x 6.25")
3 col 1/2	7 3/8" wide	x	8 3/8" tall	(7.375" x 8.375")
2 col 1/2	4 7/8" wide	x	12 3/4" tall	(4.875" x 12.75")
4 col 1/3	10" wide	x	4 1/8" tall	(10.00" x 4.125")
3 col 1/3	7 3/8" wide	x	5.763" tall	(7.375" x 5.763")
2 col 1/3	4 7/8" wide	x	8 3/8" tall	(4.875" x 8.375")
4 col 1/4	10" wide	x	3 1/16" tall	(10.00" x 3.062")
3 col 1/4	7 3/8" wide	x	4 1/8" tall	(7.375" x 4.125")
2 col 1/4	4 7/8" wide	x	6 1/4" tall	(4.875" x 6.25")
1 col 1/4	2 3/8" wide	x	12 3/4" tall	(2.375" x 12.75")
2 col 1/6	4 7/8" wide	x	4 1/8" tall	(4.875" x 4.125")
2 col 1/8	4 7/8" wide	x	3 1/16" tall	(4.875" x 3.062")
1 col 1/8	2 3/8" wide	x	6 1/4" tall	(2.375" x 6.25")
2 col 1/12	4 7/8" wide	x	2" tall	(4.875" x 2.00")
1 col 1/12	2 3/8" wide	x	4 1/8" tall	(2.375" x 4.125")
1 col 1/16	2 3/8" wide	x	3 1/16" tall	(2.375" x 3.062")

# LA Weekly classified ad sizes 2005

All ads are exact trim only with no bleed

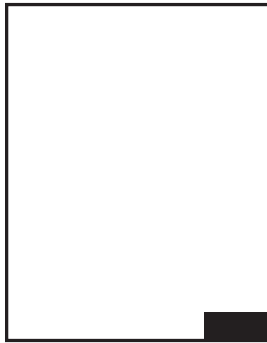
Black area represents the ad size in relation to a full page



1 x 2 (1.125" x 2")



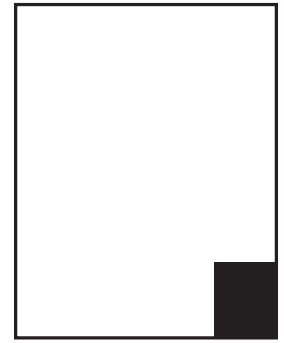
1 x 3 (1.125" x 3")



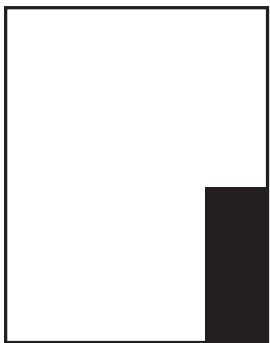
2 x 1 (2.375" x 1")



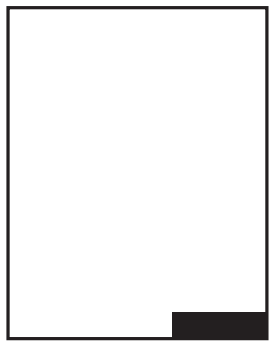
2 x 2 (2.375" x 2")



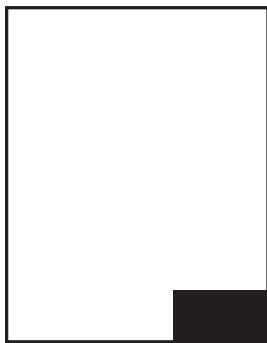
2 x 3 (2.375" x 2.875")



2 x 6 (2.375" x 5.875")



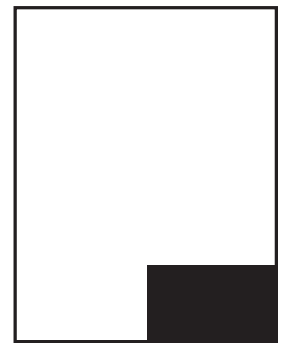
3 x 1 (3.625" x 1")



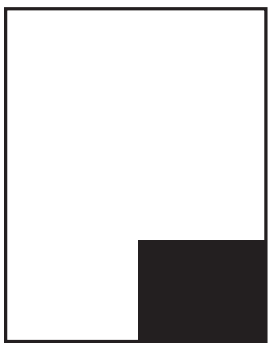
3 x 2 (3.625" x 2")



3 x 4 (3.625" x 3.875")



4 x 3 (4.875" x 2.875")



4 x 4 (4.875" x 3.875")



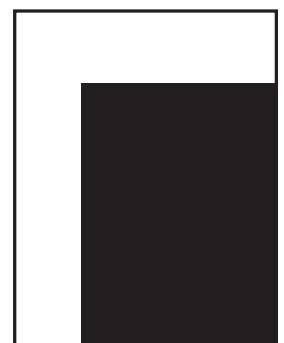
4 x 6 (4.875" x 5.875")



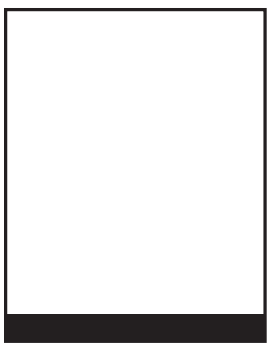
4 x 12 (4.875" x 12")



6 x 4 (7.375" x 3.875")



6 x 10 (7.375" x 9.875")



8 x 1 (9.875" x 1")



8 x 3 (9.875" x 2.875")



8 x 6 (9.875" x 5.875")



Full Page (9.875" x 12")

# LA Weekly classified real estate display ad sizes 2005

All ads are exact trim only with no bleed

Black area represents the ad size in relation to a full page



2 x 3 re (1/12)  
3.125" x 2.875"



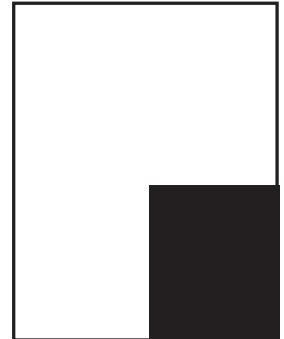
2 x 4 re (1/8v)  
3.125" x 3.875"



3 x 12 re (1/2v)  
4.875" x 12"



3 x 3 re (1/8h)  
4.875" x 2.875"



3 x 6 re (1/4v)  
4.875" x 5.875"



6 x 6 re (1/2h)  
9.875" x 5.875"



FP  
9.875" x 12"

All classified ads built for LA Weekly should reflect the specifications below.

### Classified Display Ad Sizes (8 column)

1 x 2	1.125" x 2"
1 x 3	1.125" x 3"
2 x 1	2.375" x 1"
2 x 2	2.375" x 2"
2 x 3	2.375" x 2.875"
2 x 6	2.375" x 5.875"
3 x 1	3.625" x 1"
3 x 2	3.625" x 2"
3 x 4	3.625" x 3.875"
4 x 3	4.875" x 2.875"
4 x 4	4.875" x 3.875"
4 x 6	4.875" x 5.875"
4 x 12	4.875" x 12"
6 x 4	7.375" x 3.875"
6 x 10 (Jr. Page)	7.375" x 9.875"
8 x 1	9.875" x 1"
8 x 3	9.875" x 2.875"
8 x 6	9.875" x 5.875"
Full Page	9.875" x 12"

### Classified Real Estate Display Ad Sizes (6 column)

2x3re (1/12)	3.125" x 2.875"
2x4re (1/8V)	3.125" x 3.875"
3x12re (1/2V)	4.875" x 12"
3x3re (1/8H)	4.875" x 2.875"
3x6re (1/4V)	4.875" x 5.875"
6x6re(1/2H)	9.875" x 5.875"
FP	9.875 x 12"