

AD SIZE	DIMENSIONS W x H
Full page	- 10" x 11"
Junior page	- 8" x 8.07"
3/5 page	- 6" x 11"
1/2 page(h)	- 10" x 5.38"
1/2 page(v)	- 5" x 11"
2/5 page	- 4" x 11"
1/3 page	- 10" x 3.58"
1/4 page	- 5" x 5.38"
1/5 page	- 4" x 5.38"
1/6 page	- 5" x 3.58"
1/8 page(h)	- 5" x 2.69"
1/8 page(v)	- 2.25" x 5.38"
1/10 page(h)	- 4" x 2.69"
1/10 page(v)	- 1.875" x 5.38"
1/16 page	- 2.25" x 2.69"
1/20 page	- 1.875" x 2.69"

> **Closing Deadlines** Space must be reserved by Friday at 5pm for the following week's edition. Payment and design materials must also be received by Friday. Ads sent via e-mail can be accepted until Monday at noon; camera-ready ads can be accepted until Monday at 5pm. Special issues have earlier deadlines for space, materials and payment. Any advertiser that does not meet reservation and material deadlines is subject to a production late fee.

> **Payment** is required by Friday prior to publication. Special sections have earlier payment requirements. Make checks payable to New City Communications, Inc. Visa, MasterCard and American Express accepted. All advertising must be paid in advance unless a credit application is submitted and approved by the business department.

> **Ad Position** Newcity tries to organize ads in a logical fashion and to accommodate specific advertiser requests. However, due to layout limitations, non-standard size ads often cannot meet advertiser requests. Premium placement, when available, can be guaranteed for a 20% premium.

> **Production Notes** Ads should be 300 dpi at 100% scale. Compressed images are generally unacceptable. Because of our newsprint format, we cannot guarantee the results of reverses, burns (overprints) and fine type. Ads rarely float and will generally be re-bordered to fit the correct size. Spot color should be submitted with the second color separated and registration-marked to indicate alignment.

Ads sent by e-mail must conform to Macintosh software. Include all fonts and images (jpeg/eps/tiff). Ads larger than 20 megabytes may not email properly and should be dropped off in person. Newcity is not held accountable for file transfer corruption.

Newcity provides complimentary design for standard black and white ads. Any additional production, such as photo and film processing, must be charged an additional fee.

> **Liability** By advertising, you and your agency represent that your material is properly authorized and that any consents have been obtained. By advertising, you and your agency jointly and severally indemnify New City Communications, Inc. and all of its employees against all legal claims, actions and expenses. We reserve the right to reject any material we deem inconsistent with our standards.

NEWCITY'S PRODUCTIONS SPECS

details

What are my file transfer options?

- Email: newcityart@gmail.com
- Hard Copy Drop-Off

What file formats are acceptable?

- Adobe Acrobat PDF files
These are preferred, since they usually reproduce and print the best.
- Jpegs, TIFFs, or other graphic formats
We will accept Ads in these formats, however we cannot guarantee print quality for these formats.

- Production Files **ARE** Accepted but **NOT** Preferred:

*Illustrator/Photoshop/InDesign/Quark
We will accept Ads in these formats,
however we cannot guarantee print
quality for these formats.*

All fonts and images must be included!

How do I e-mail my files?

Files can be attached to an e-mail and sent to newcityart@gmail.com.

- Title e-mail and file with your company name and date.
Example: "thortons_3.12.08.pdf"
- Be sure to include all support files.
- Be sure to check all files for viruses before sending.

How do I drop my files off in person?

Files can be dropped off in person by bringing them directly to the Newcity office. We are located at 770 North Halsted #303, Chicago, IL 60622

Newcity also provides a 24-hour drop-box, which is located in the buildings front entrance.

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Example: "thortons_3.12.08.pdf"
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NEWCITY