

Larchmont Ledger

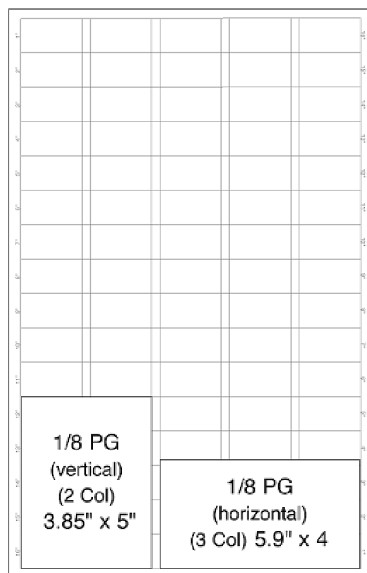
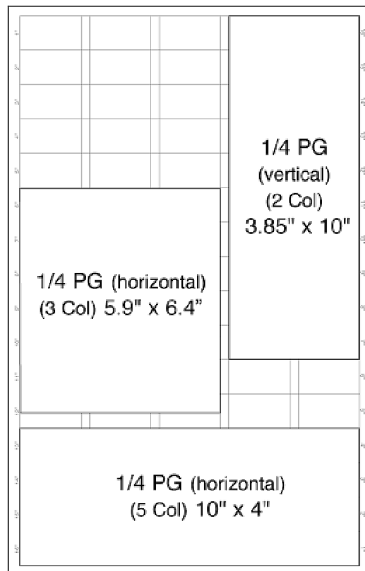
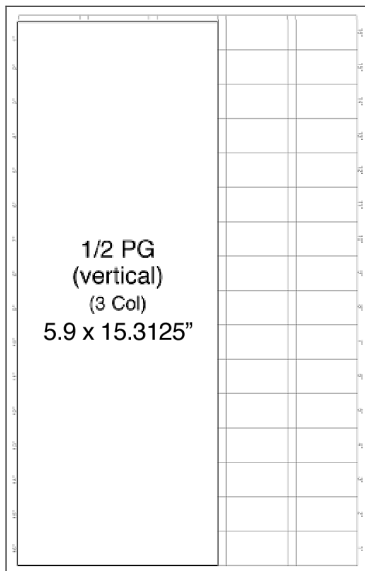
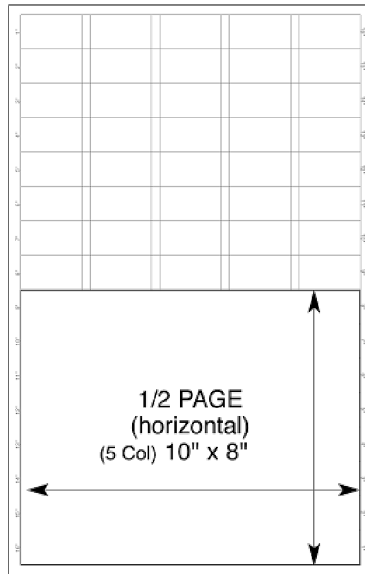
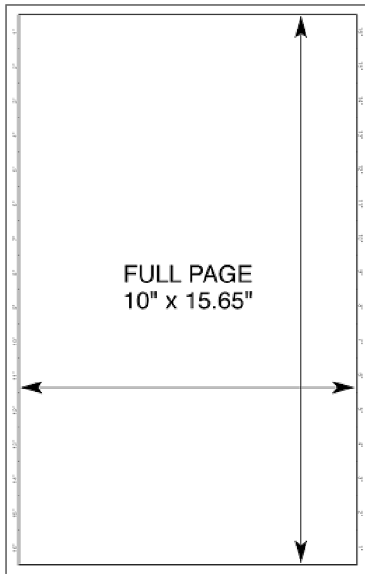
Display Ad Configurations

Mechanical requirements:

- Ad artwork must be submitted as high resolution (200dpi+) print ready files in PDF, EPS, JPEG or TIFF format with fonts embedded as outlines or rasterized.
- Each column is 1.8 inches in width; gutters are .25 inches in width. Actual ad sizes are in inches, width by height.
- Artwork MUST be scaled to 100% (actual size).
- Black & white ads should be provided in GRAYSCALE and color ads in CMYK PROCESS.
- Bleeds not allowable.

Newsprint Design Guidelines:

- For readability in the newspaper, font size should be no smaller than 8pt; reverse type should be minimum 10pt. (sans serif).
- We recommend that all solid black areas be a maximum of 85% black.
- Dot gain is 20%.
- Maximum total ink coverage is 220%.



Contact Libby Butler-Gluck,
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