



4207 SE Woodstock Blvd # 509, Portland, Oregon 97206 • (503) 244-6933 • [www.swportlandpost.com](http://www.swportlandpost.com)

## Ad Design Specifications

The *Southwest Portland Post* offers a design service. We'd be happy to create an ad for you.

If any of this information is unfamiliar to you or if you need technical assistance, please e-mail Leslie at [lesliemilnebaird@gmail.com](mailto:lesliemilnebaird@gmail.com)

### Supported File Formats

*The Post* is produced using Adobe Indesign CS6.

**Current versions** of major software are: Indesign; Photoshop; Illustrator; Acrobat. These all produce native files that are cross-platform. Including: PDF, EPS, TIFF, and JPEG files. Please ask if your ad is created using software other than that listed.

**Fonts** are not cross-platform, except for OpenType fonts. If the ad is created in a program that permits it, please convert fonts to curves or outlines. Include fonts in the package with the ad file.

**Please include a printout of the ad as you expect it to appear, when mailing files to us on CD or DVD.**

### If you are providing camera-ready artwork:

**PDF:** Create the PDF using "Press" settings. Embed all fonts.

**EPS:** Convert fonts to outlines. Package any placed TIFF files with the EPS of the ad.

**Illustrator:** Save as AI or EPS; convert type to outlines. Include any .TIFF files in package.

**Color:** Do not use color elements in your ad if you have not purchased color. If you have purchased color, prepare your ad for the type of color purchased (CMYK or spot). If spot color is used, please use process magenta to mark the color and include the specified Pantone color in the ad instructions.

### If we are creating the ad for you:

Please provide mock-up/sketch of the ad as you want it designed. Provide all images and camera-ready art so we can build the ad. Be sure to include a clear copy of any logo or image art. For best quality, images should be scanned at a minimum of 300dpi at actual print size. Call or email Leslie if you have any technical questions. For questions about pricing, please contact your ad rep.

### Packaging and Sending Files:

Files may be sent on CD, DVD or sent via e-mail. Media will be returned to the Advertiser only if requested. Email to: [ads@multnomahpost.com](mailto:ads@multnomahpost.com) (less than 10mb). Larger files can be sent via Dropbox or other FTP services. We also accept compressed (zipped) files. A complete package may include: the ad as a native file, EPS or PDF; all images and logos used in the ad; all fonts used in the ad.

### Ad Sizes:

Width by Depth	Open Rate B&W
Full Page 10.00" x 15.50"	\$842
1/2 Page (H) 10.00" x 8.00"	\$558
3/8 Page 7.45" x 8.00"	\$469
1/4 Page 4.90" x 8.00"	\$380
1/4 Page (H) 7.45" x 5"	\$380
1/4 Page (H) 10" x 4"	\$380
1/6 Page 4.90" x 6.00"	\$304
1/8 Page (H) 4.90" x 4.00"	\$211
1/8 Page (V) 2.35" x 8.00"	\$211
1/12 Page (H) 4.9" x 3.00"	\$174
1/12 Page (V) 2.35" x 6.00"	\$174
1/16 Page (H) 4.90" x 2.00"	\$147
1/16 Page (V) 2.35" x 4.00"	\$147
Business Card (H) 3.20" x 2.00"	\$105
1/24 Page (V) 2.35" x 3.00"	\$105
1/32 Page 2.35" x 2.00"	\$70
1/64 Page 2.35" x 1.00"	\$35

**Color:** Add 20% to open rate for 4-color process ink on color pages.

**Production Charge:** The Post charges \$75.00 per hour to make files print-ready.

### PLEASE READ:

The *Southwest Portland Post* will take every precaution to ensure that care is taken with advertiser media. However, we are not responsible for the contents of the disk or for damage to the media. Do not send us the original design of your ad or ad elements, send a copy. *The Southwest Portland Post* is not responsible for unusable material, delays, missed schedules due to file errors in the advertisement, software bugs, improperly prepared files, corrupt or unusable fonts or unclear instructions. The Advertiser is solely responsible for the content of the ad, for obtaining permission to use photographs, fonts or any copyrighted material. The Advertiser agrees that all items on the enclosed medium are unencumbered by copyrights or that the Advertiser has secured all rights to reproduce the supplied content.