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# THE WOODFORD SUN

184 S. Main Street, P.O. Box 29, Versailles, Ky. 40383  
859-873-4131 • 859-873-3211 • Fax 859-873-0300

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## Specifications for advertisements:

**Weekly publication: Thursday**

**Paper size: 10 3/8" x 21" (6 col. x 21")**

**DEADLINE: Noon Monday - All Advertising**  
(Display, Classified, Real Estate and Line Ads)

**Preferred Placement: Noon Friday**

### Column widths:

1 col. = 1 5/8" = 1.63" = 9p9 (picas)

2 col. = 3 3/8" = 3.38" = 20p4

3 col. = 5 1/8" = 5.13" = 30p9

4 col. = 6 7/8" = 6.88" = 41p3

5 col. = 8 5/8" = 8.63" = 51p3

6 col. = 10 3/8" = 10.38" = 62p3

### Rates:

Legal	\$8.00 per inch
Political (Paid in Advance)	\$7.75 per inch
Local Display	\$7.75 per inch
Classified display	\$8.00 per inch
Color Charges	\$70.00 each color

Now Accepting  
Visa/Mastercard



## GENERAL INFORMATION

**The Woodford Sun Composition Department Uses Computers Running Widows XP.**

**Software Used To Create Ads Is InDesign CS2.**

**Photoshop CS2 Is Used For Pictures, Graphics, Logos, Etc.\***

(The Composition Department May Not Be Able To Open Or Convert Quark Express Documents.)

**\*For more specific information regarding ad specs, please see attachment.**

Questions regarding sizes or formatting may be directed to Kate Wells at 859-873-4131. **Effective 1/1/10**  
Advertising materials may be e-mailed to: [ads@woodfordsun.com](mailto:ads@woodfordsun.com).

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## ~ 2009 Advertising Specs ~

859-873-4131 OR 859-873-3211 (EXT. 15)  
FAX 859-873-0300  
COMPOSITION DEPT. E-MAIL: [ads@woodfordsun.com](mailto:ads@woodfordsun.com)

**Deadline:** Noon Monday - All Advertising  
Display, Classified, Real Estate and Line Ads  
**Preferred Placement:** Noon Friday

We publish our newspaper electronically and there are specifications that need to be followed for PDF ads. This process will help us meet your needs more effectively.

## PDF REQUIREMENTS

### Advertisements may be submitted:

- Saved as a PDF document and e-mailed to [ads@woodfordsun.com](mailto:ads@woodfordsun.com)
- Saved as a PDF document on a zip disk, floppy, flash drive or CD-Rom

### Photographs may be submitted:

- As an original to be scanned. Pictures up to a size of 8 1/2" x 11" can be scanned.
- As a jpeg or tiff image via e-mail or a zip disk, floppy, flash drive or CD-Rom

### Line art (graphics) or half-tone images may be submitted:

- As a jpeg or tiff image via e-mail or a disk as above.

### PDF's should be submitted with:

1. All images flattened.
2. All fonts embedded.
3. All graphics in tiff format.
4. ANY color in CMYK (not RGB).
5. All grayscale ads in grayscale only (not RGB) - including all graphics.

• If you have any questions regarding any of the above specifications for the pdf files, please call the composition department at: 859-873-4131, ext. 22.

• You may e-mail your advertisement materials to: [ads@woodfordsun.com](mailto:ads@woodfordsun.com)

**Effective 1/1/10**