

THE WOODFORD SUN

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

Specifications for advertisements:

Weekly publication: **THURSDAY**

Paper size: 10 3/8" x 21.5" (6 col. x 21.5")

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 net
Political (Paid in Advance)	\$7.75 net
Local Display	\$7.75 net
Classified Display	\$8.00 net
Color Charges	\$70.00 each color

Now Accepting
Visa/Mastercard



GENERAL INFORMATION

The Woodford Sun Composition Department Uses Computers Running Windows 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 Alex Robinson at 859-873-4131, ext. 22.

Advertising materials may be e-mailed to: ads@woodfordsun.com

Effective 1/1/11



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~ 2011 Advertising Specs ~

859-873-4131 OR 859-873-3211 (EXT. 15)
FAX 859-873-0300
COMPOSITION DEPT. E-MAIL: 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
- Saved as a PDF document on a zip disk, floppy 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

Effective 1/1/11