



# 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: 11 5/8" 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 13/16" or 11 picas
- 2 col. = 3 3/4" or 23 picas
- 3 col. = 5 3/4" or 34.5 picas
- 4 col. = 7 3/4" or 46.5 picas
- 5 col. = 9 11/16" or 58.5 picas
- 6 col. = 11 5/8" or 70 picas

### Rates:

Commissionable	\$8.83 per inch
Legal	\$7.50 per inch
Political (Paid in Advance)	\$7.50 per inch
Local Display	\$7.50 per inch
Over 250 inches per month	\$7.15 per inch
Color Charges	\$70.00 each color

## 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 Kate Wells at 859-873-4131, ext. 22.

Advertising materials may be e-mailed to: [ads@woodfordsun.com](mailto:ads@woodfordsun.com)

**Effective 1/1/07**



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## ~ 2007 Advertising Specs ~

**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 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 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 1/2/07**