

mechanical REQUIREMENTS



Dallas Voice runs a Macintosh Operating System. The paper is printed web offset. Suggested halftone screen is 85 line. Ads must be submitted electronically in one of the following formats:

***PDF** Make sure the document is saved with high resolution graphics, CMYK images, and ALL fonts embedded.

Adobe Illustrator EPS If the ad is built in Illustrator, it is imperative that bitmapped (CMYK or B&W only, no RGB and no JPEG compression) images are placed as rasterized and that ALL fonts are converted to outlines.

Adobe Photoshop EPS If building your ad in Photoshop, be sure to set all type as anti-alias or copy will appear with fuzzy outlines. All images at least 170dpi @100% size.

Quark XPress Document Collect for output, making sure HIGH RES CMYK, GRAYSCALE and/or BITMAP files and ALL fonts are included.

Ads built in programs other than those above Files should be saved or exported as PDF files. See information above about PDF files. We do not accept MS Publisher files.

Images All saved as MacBinary, no ASCII, at least 170 dpi @100% size, CMYK color or GRAYSCALE, no JPEG Compression. Images should be saved as EPS or TIF.

Compression Stuff-it self extracting archives (.sea), Zip Archives (.zip) and Stuff-it Archives (.sit) are acceptable.

***Preferred format for best quality.**

mechanical INFORMATION

AD SIZE	WIDTH	HEIGHT
1/16th	2.48"	2.75"
1/8th-page horizontal	5.15"	2.75"
1/8th-page vertical	2.48"	5.60"
1/4th-page square	5.15"	5.60"
1/4th-page horizontal	10.5"	2.75"
1/4th-page vertical	2.48"	11.3"
3/8th-page horizontal	7.83"	5.60"
3/8th-page vertical	5.15"	8.45"
1/2-page horizontal	10.5"	5.60"
1/2-page vertical	5.15"	11.3"
1/2-page square	7.83"	8.45"
3/4th-page horizontal	10.5"	8.45"
3/4th-page vertical	7.83"	11.3"
Full page	10.5"	11.3"
*Full page with bleed	11.5"	12.5"
Double page	21.5"	11.3"
*Double page with bleed	22.5"	12.5"

*Bleed specs include .25" bleed all around from the trim. This makes **live** area for a **full page bleed** 10.5 (W) x 11.5 (H) and **live** area for a **double page bleed** 21.5 (W) x 11.5 (H).

dallasvoice

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