

THE DENVER POST

we are coloradosm

Specifications for Advertisements

Visit our online advertising center

www.denvernewspaperagency.com/adcenter

Digital ad specifications:

You can find complete information about our Digital Specifications and Digital Delivery information on the web at: www.Direct2DNA.com

The Denver Newspaper Agency provides a full range of print advertising design and build services. However, if you chose to build your own advertisement, please follow these general guidelines:

- We accept production-ready PDFx-1a files created with Adobe's Distiller software. To ensure that your file prints properly - we provide newspaper-specific settings for Distiller on our web site.
- If you are using a Macintosh with OS X - you should still use Adobe Distiller with the correct settings file to create your PDF. Using Apple's built-in OS X PDF generation tool is not recommended and printed results may vary from what you expect.
- Specify all colors as CMYK values
- Set the resolution of continuous tone photographs to 170 dpi. Bitmap graphics or logos should be at 600 dpi.
- Do not request changes to PDF files. They are intended to be production-ready and are treated as Camera-Ready. If you require a change to a PDF file that you have created - you must make the change in your native application and re-create and re-submit the PDF file before Camera-Ready deadline.

You'll find complete information about how to create your PDF properly from a variety of software packages at our web site: www.Direct2DNA.com You'll also find Downloadable settings files for Acrobat Distiller. Using these settings is required if you want to ensure that your advertisement prints properly.

Digital file delivery:

Whether you have a production-ready PDF file or pictures, text or graphic parts of your ad, the Denver Newspaper Agency accepts digital files from a variety of sources.

We do not accept ads via e-mail

We offer a free web delivery service at www.Direct2DNA.com You can create and manage your own account - or call our Digital Services department at (303) 954-1840 and we will help you with the setup and delivery of your files.

We also accept delivery of files through third-party paid services. You can select from AdSEND (site code is CODEN), AdTransit and FastChannel. The cost of ad delivery will be billed directly to you by these services.

Deadlines for digital files:

Please contact your Sales Representative for information about digital delivery deadlines. Generally:

- Individual pieces or parts of ads must be delivered on the Space Reservation / Materials Due deadline.
- Production-ready PDF files are due on a Camera-Ready deadline. No changes will be made to any files delivered on Camera-Ready deadline.

Advertising column sizes

THE DENVER POST BROADSHEET COLUMN WIDTHS:

Full Page width 11.125" x 19.75" deep

All ads over 17.75" will be billed at 20"

THE DENVER POST BROADSHEET COLUMN WIDTHS:

	INCHES	PICAS
1 Column	1.75"	10.50p
2 Column	3.625"	21.75p
3 Column	5.50"	33.00p
4 Column	7.375"	44.25p
5 Column	9.25"	55.50p
6 Column	11.125"	66.75p
13 Column (Dbl)	23.125"	138.75p

THE DENVER POST CLASSIFIEDS BROADSHEET

COLUMN WIDTHS: Full Page width 11.125" x 19.75" deep

Total number of lines per page 280

THE DENVER POST CLASSIFIEDS COLUMN WIDTHS

	INCHES	PICAS
1 Column	1.06"	6.36p
2 Column	2.186"	13.11p
3 Column	3.35"	20.10p
4 Column	4.42"	25.52p
5 Column	5.54"	33.24p
6 Column	6.65"	39.90p
7 Column	7.82"	46.92p
8 Column	8.89"	53.34p
9 Column	10"	60.00p
10 Column	11.125"	66.75p

YOURHUB.COM AD SIZE MECHANICALS

Modular Size	Ad Size
1/8 Horizontal	4.745" x 2.669"
1/8 Vertical	2.289" x 5.395"
1/4 Square	4.745" x 5.395"
1/4 Horizontal	9.656" x 2.669"
1/4 Vertical	2.289" x 10.847"
1/2 Vertical	4.745" x 10.847"
1/2 Horizontal	9.656" x 5.395"
Full Page	9.656" x 10.847"
Front cover billboard ad	9.656" x 2"

VIVA COLORADO AD SPECS

Full page	10" x 11"	Clients may submit art & text in English for ads to be built in-house and translated into Spanish, or clients may submit ads camera-ready in Spanish.
1/2 vertical	4.917" x 11"	
1/2 horizontal	10" x 5.48"	
1/4 square	4.917" x 5.48"	
1/8 vertical	2.375" x 5.48"	
1/8 horizontal	4.917" x 2.72"	