

PREFERRED AD-SUBMISSION SIZES

Compact

Delaware State News,
Dorchester Banner, Cambridge Extra
The Journal, Milford Chronicle,
Sussex County Post,
Crisfield-Somerset County Times,
The Airlifter, CDCC Chamber Connections

<u>Retail & Classified Display</u>	Inches width x height
1/16 page	2.343x2.625
1/8 page vertical	2.343x5.375
1/8 page horizontal	4.811x2.625
1/6 page vertical	4.811x 3.542
1/6 page horizontal	7.279x2.4167
1/4 page vertical	4.811x 5.375
1/4 page horizontal	9.75x2.625
1/3 page vertical	4.811x7.25
1/3 page horizontal	7.279x4.83
1/3 page full width	9.75x3.542
1/2 page vertical	4.811x10.875
1/2 page horizontal	9.75x5.375
3/4 page vertical	7.279x10.875
3/4 page horizontal	9.75x8.125
Full page	9.75x10.875
Double truck	19.75x10.875

<u>Classified Line Ads</u>	Inches
1 column	1.109
2 columns	2.343
3 columns	3.577
4 columns	4.811
5 columns	6.045
6 columns	7.279
7 columns	8.513
8 columns	9.75
Double Truck	19.75

Delmarva Real Estate	Inches width x height
1/2 page vertical	4.792x13.833
1/2 page horizontal	9.75x6.833
Full page	9.75x13.833
Double truck	20.25x13.833
Back page / Front page	9.75x14.25

Tabloids / Booklet

Select TV / Sunday Comics Magazine

	Inches width x height
Front Page	
& Page 2 Banners	9.75x4
Celebrity crossword	
& Channel Guide	9.75x4
Crossword, horoscopes	
& "Dear Abby"	5.6x 2.25
Grid ads (only 7 available)	1.833x3
Comic half-page	9.75x5
Back page	9.75x11

10" Tabloid

	Inches width x height
1/8 page horizontal	4.792x2.083
1/8 page vertical	2.312x4.333
1/4 page	4.792x4.333
1/2 page horizontal	9.75x4.333
1/2 page vertical	4.792x8.833
Full page	9.75x8.833
Back page	9.75x9.25

Booklet

	Inches width x height
1/16 page	1.625x2.0832
1/8 page horizontal	3.4167x2.0832
1/8 page vertical	1.625x4.2915
1/4 page	3.4167x4.2915
1/2 page horizontal	7x4.2915
1/2 page vertical	3.4167x8.75
Full page	7x8.75
Back page	7x9

Electronic Requirements

- Platform:** PC
- Supported Applications:** Acrobat PDF
- Supported File Formats:** EPS, TIFF, JPG, PDF
- Line Screen:** 100, **Half tone:** 200 DPI
- Line Art:** 300DPI
- PDF "Camera Ready":** 400 DPI min.
- Supported Media:** CD-ROM, DVD
- Production email:** dsnads@newszap.com
- Commercial FTP Information:** Please call.
- AdSend info:** dedov

Contact: 302-741-8200 • adsupport@newszap.com