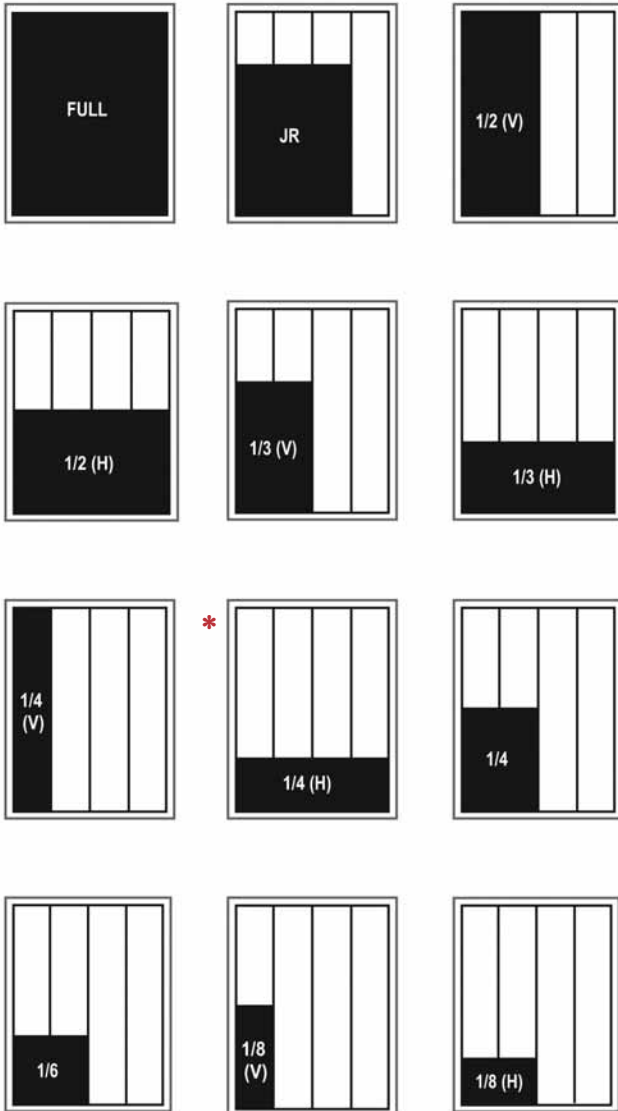


Ad Specifications

1421-C Orchard Lake Drive • Charlotte, N.C. 28270 • Phone: 704.849.2261 • Fax: 704.849.2504



PAGE	DIMENSIONS	COLUMN SIZE	ACTUAL SIZE
DOUBLE TRK	8 COL X 12.5"	8 COL = 20.875"	20.875" W X 12.5" H
FULL PAGE	4 COL X 12.5"	4 COL = 9.875"	9.875" W X 12.5" H
JR PAGE	3 COL X 9.5"	3 COL = 7.365"	7.365" W X 9.5" H
1/2 PAGE (V)	2 COL X 12.5"	2 COL = 4.854"	4.854" W X 12.5" H
1/2 PAGE (H)	4 COL X 6.125"	4 COL = 9.875"	9.875" W X 6.125" H
1/3 PAGE (V)	2 COL X 8.25"	4 COL = 9.875"	4.854" W X 8.25" H
1/3 PAGE (H)	4 COL X 4.125"	4 COL = 9.875"	9.875" W X 4.125" H
1/4 PAGE (V)	1 COL X 12.5"	1 COL = 2.344"	2.344" W X 12.5" H
1/4 PAGE (H)	4 COL X 3.125"	4 COL = 9.875"	9.875" W X 3.125" H
1/4 PAGE	2 COL X 6.125"	2 COL = 4.854"	4.854" W X 6.125" H
1/6 PAGE	2 COL X 4.125"	2 COL = 4.854"	4.854" W X 4.125" H
1/8 PAGE (V)	1 COL X 6.125"	1 COL = 2.344"	2.344" W X 6.125" H
1/8 PAGE (H)	2 COL X 3"	2 COL = 4.854"	4.854" W X 3" H

* Premium position charge applies. No discounts.

Deadlines / Submissions

• Space Reservations & Ad Build Materials/Direction:
Wed. 5:00 pm (9 days prior to issue date).

• Camera-Ready Ads:
Fri. 5:00 pm (7 days prior to issue date).

Note: When sending via email, please include both the name of your company and the issue date in the subject header.

Production Guidelines

Ad Builds (To be built by the Weekly)

- Logo art, along with any additional desired imagery, must be provided (preferably at 300dpi in one of the digital formats listed below).
- Fonts should also be included to avoid font-matching or replacement. If necessary, font matches can be processed for an additional fee.

Camera-Ready Ads (Already built to spec)

- All ads MUST be built as CMYK (300dpi) and provided in one of the digital formats listed below.
- Due to registration issues, color ads that use black need to have the CMYK mix for black built at 100% black (C=0, M=0, Y=0, K=100).
Note: This only affects the black color and should include text, headers, backgrounds, shadows, and logos where possible.
- Same as above, color ads that place text over an image or color background should have the text set to overprint. **Note:** Use sans serif fonts at 14pt or larger for better print quality.

Digital Formats

Acceptable high resolution program formats include:

- Adobe Acrobat PDF 8.0 (**preferred format**)
- Adobe Illustrator 13.0 - CS3
- Adobe Photoshop 10.0 - CS3
- QuarkXPress 6.5
- Jpeg
- Tiff

Note: Unacceptable formats include Publisher, Word, and PowerPoint. Word and PowerPoint documents for Ad Builds may only be accepted to provide text or an example of your layout. Individual images/logos will need to be sent separately in one of the above formats.

Proofs / Approvals

• All ads must be approved by the date indicated. If approvals/corrections are not received by that date, the ad will run as provided on the proof.

• **ONLY 2 proofs** will be provided. If final approvals are not received on the 2nd proof, additional changes may be accepted prior to the deadline indicated, however an additional proof will not be generated for review.

Placement

• Placement of all advertising is at the discretion of the Publisher and cannot be guaranteed.

Artwork Submissions:

• Please submit all artwork to: art@thecharlotteweekly.com

* *The above guidelines have been put in place to ensure the best print quality possible. The Weekly cannot guarantee print quality for any ads not built to the proper specs.*