

- Color: CMYK or Grayscale (No RGB)
- Resolution: 300 dpi, halftone line screen
- **NOTE: Logos with a lower resolution or directly from a website may not reproduce at desired quality or clarity.**
- **Camera Ready Art:**
  - 300 dpi / halftone line screen
  - CMYK or Grayscale ( No RGB)
  - All fonts and subset fonts embedded on the file you submit or all type on native files must be vectored (converted to outlines) prior to exporting file to be submitted.

**Acceptable formats:**  
EPS, PSD, PDF (preferred), PNG (high resolution unflattened) or JPEG (high resolution / CMYK)

**Client Supplied Fonts:**  
We currently do not accept client-supplied fonts into our production system. We do accept files in PDF format with the fonts and all subset fonts embedded in the file. Native files with fully packaged graphics and fonts can be accepted on a case-by-case basis, prior approval required.

**Electronic Ad Transfer**  
Digital ads can be submitted in one of the following ways: FTP, Flash Drive (memory stick), E-mail using Stuff-It or Ad Send.

All fonts should be converted to outlines (vectors shapes) in order to ensure proper imaging through our system. Please contact your account executive for digital ad criteria.

**ALTERATIONS AND COPY CHANGES**  
Graphic and copy changes may be accommodated for an alteration fee of \$75 per hour.

**Revisions**  
Two revisions to an ad or campaign are free. Starting with the third revision, there is a \$75 per hour charge.

**Speculative Designs**  
Up to three spec campaigns will be designed for free. More than three spec campaigns will be charged at the \$75 per hour fee.

# Display Mechanicals & Specifications

**Broadsheet Dimensions**  
9.875" x 19.8" Excludes page folio. Six columns per page.

**Columns**

1	2	3	4	5	6
1.5625"	3.225"	4.8875"	6.550"	8.2125"	9.875"
9p4.5	19p4.2	29p3.9	39p3.6	49p3.3	59p3

**Tabloid Dimensions**  
9.5" x 9.8" Excludes page folio. Six columns per page.

**Columns**

1	2	3	4	5	6
1.5"	3.1"	4.7"	6.3"	7.9"	9.5"
9p	18p7.2	28p2.4	37p9.6	47p4.8	57p

**Broadsheet Doubletruck Dimensions**  
Thirteen columns (includes 1.125" page gutter): 20.875" x 19.8" • 125p3 x 120p  
The Gazette • Retail Rates effective January 1, 2019

**Tabloid Doubletruck Dimensions**  
Thirteen columns (includes 1" page gutter): 20" x 9.8" • 120p x 60p

# DEADLINES

## DEADLINES & SPECIAL RATES

### CLASSIFIED DISPLAY DEADLINES

Publication Day	Space & Copy
Sunday	Thur. 1 pm
Monday	Fri. 9 am
Tuesday	Fri. 1 pm
Wednesday	Mon. 1 pm
Thursday	Tues. 1 pm
Friday	Wed. 1 pm
Saturday	Thur. 1 pm
Wednesday PS Main	Fri. 12 pm

### LINE AD DEADLINES

Copy, Cancellations and Changes

Publication Day	Space & Copy
Sunday	Fri. 4:45 pm
Monday	Fri. 4:45 pm
Tuesday	Mon. 4:45 pm
Wednesday	Tues. 4:45 pm
Thursday	Wed. 4:45 pm
Friday	Thurs. 4:45 pm
Saturday	Fri. 4:45 pm
Wednesday Penny Saver	Fri. 4:45 pm

### DESIGN CHARGES

Contact your account executive for design charge information.

15%

#### Position Demand

Ad requested to publish in a certain position.

Surcharge applies to all products.

### GAZETTE DISPLAY DEADLINES

Publication Day	Space & Copy
Sunday	Thur. 1 pm
Monday	Fri. 9 am
Tuesday	Fri. 1 pm
Wednesday	Mon. 1 pm
Thursday	Tues. 1 pm
Friday	Wed. 1 pm
Saturday	Thur. 1 pm
The Guide	Fri. 10 am
Sunday Living	Tues. 2 pm
Milestones	Tues. 2 pm
Hoopla	Fri. 2 pm
Iowa River News	Mon. 1 pm

***During holiday weeks and for special groupings, deadlines may be advanced.***

### CLOSING AND CANCELLATION

Ads requiring original art and/or copy writing must be received one day prior to deadlines above. Cancellations after reservation deadlines will be assessed 25% of space charge.

24  
Hours

#### Ad proofs

Deadlines for ads that require proofs is 24 hours earlier than standard deadlines.