

Ad Sizes for All City Journals in Width X Height



Please E-mail ads directly to your sales representative.

- Ads produced outside of The City Journals should be sent to us as complete digital files. Please build the ad to the exact size (see size above) with no crop marks, color key, or excess white surrounding the image area.

These are file types we accept, in order of preference:

ACROBAT FILES (PDF)
 ADOBE INDESIGN (all versions)
 ADOBE ILLUSTRATOR (all versions)
 PHOTOSHOP (all versions)
 (We cannot accept or read Publisher, Quark, PageMaker or MS Word Files.)
 IMAGE QUALITY, RESOLUTION, AND COLOR SPECS

- All artwork should be at least 240 dpi; 300 dpi is preferred for finished ads.
- Please make sure colors are designated CMYK (no RGB or PMS spot color designation).
- Fine lines and small type may be in color, but should use as few inks as possible. For complex color type, we recommend using heavier type that can more easily survive small variations in registration.
- Do not reverse text below 10 points on dark color backgrounds. They may get washed out or filled in when printing. The same applies for reversed type (white type on a black or color background). Blacks should be created as 100% K, or K plus one other color. Never create a black out of all four colors. This also applies to lines, boxes, or objects made with 4-color black.