



Production information

When setting ads, subtract .056" (p4) from the ad's depth to allow for gutter space between ads. Do not subtract .056" from ads that are the full-page 15 inch depth. Ads over 13 inches will be set and billed at the full-page 15 inch depth.

- 6-column tabloid format.
- Printed area: 10- $\frac{5}{16}$ " inches wide by 15 inches deep (10.3334" x 15" or 62 x 90 picas).

| Columns | Computer inches | Inches | Picas |
|-----------|-----------------|----------------------|-------|
| 1 column | 1.5835" | 1- $\frac{9}{16}$ " | 9p6 |
| 2 column | 3.3335" | 3- $\frac{5}{16}$ " | 20p |
| 3 column | 5.0835" | 5- $\frac{1}{16}$ " | 30p6 |
| 4 column | 6.8334" | 6- $\frac{13}{16}$ " | 41p |
| 5 column | 8.5834" | 8- $\frac{9}{16}$ " | 51p6 |
| 6 column | 10.3334" | 10- $\frac{5}{16}$ " | 62p |
| 12 column | 21.5" | 21- $\frac{1}{2}$ " | 129p |

How To Provide Us With An Electronic File

The *Villager* is published electronically on Macintosh computers. Our production artists import your electronic file directly into the newspaper. We prefer the following formats:

**Adobe InDesign, Adobe Illustrator, Adobe Photoshop
TIFF, EPS or PDF**

Files from other software applications or computer platforms that create a high resolution TIFF, EPS or PDF file with embedded fonts and graphics also work. We cannot open MS Publisher files.

Points To Remember

All necessary font and graphic files relating to the ad must be included with your file. Please do not combine font suitcases, but rather include them as provided by the foundry.

Image resolution should be near 300 dots per inch (dpi). Many programs export 72 dpi files, which is not enough for print media.

PDF files. Please embed complete fonts (not subsets) and graphics. Please do not enable any password protection or security block when creating a pdf.

Illustrator files must include fonts unless font outlines have been created.

Convert all RGB color to CMYK. Grayscale should be black (K) only.

The *Villager* does not print spot colors. When a customer requests a specific Pantone color number, the printer simulates the color with CMYK while matching to the appropriate Pantone swatch.

Then Hit Send

If sending your ad via email, please use the email address of your display sales rep:

| | |
|-------------------|--------------------------|
| Tim Carroll: | tcarroll@myvillager.com |
| Bob Germaine | bgermaine@myvillager.com |
| Emmet McCafferty: | emmet@myvillager.com |
| Bob Stjern: | bob@myvillager.com |

Our fax number: 651-699-6501