



Lake Kiowa CommuniQué

Specifications to Create Digital Ads

Effective June 01, 2019

Phone: 940.665.4275

E-mail: adscommunique@ntin.net

Ad Option	4 Column Wide		2 Column Wide	
	Width	Height	Width	Height
Full Page	9.75"	13"		
1/2 Page	9.75"	6.5"		
1/4 Page			4.8" x	6.5"
1/4 Page Banner	9.75"	3.25"		
1/8 Page			4.8" x	3.25"
1/8 Page Banner	9.75"	1.62"		
Business Card			4.8" x	1.62"

General Specifications:

- Trim size of publication is 10.75" x 14".
- Printing Process: Web offset.
- Stapled in center.
- Color: CMYK or grayscale only.

Acceptable Formats:

Display advertisements may be sent electronically in a high-resolution PDF (preferred) or JPG.

The *Lake Kiowa CommuniQué* is not responsible for any errors in electronically received ads.

Files Should Include:

- Document file.
- All printer and screen fonts required by file. Include embedded fonts in EPS files used as graphics.
- For PDF's, use "Press" settings to **embed all fonts**.
- All linked image files.

