

# CHARLOTTE PARENT Magazine

## AD SIZES & ELECTRONIC REQUIREMENTS

### CHARLOTTE PARENT MONTHLY MAGAZINE

<b>Full Page</b>	9.5" x 11"
<b>Junior Page</b>	7.0625" x 11"
<b>1/2 Page</b>	<b>H</b> 9.5" x 5.375"; <b>V</b> 4.625" x 11"
<b>1/3 Page</b>	<b>H</b> 9.5" x 3.5"; <b>V</b> 4.625" x 7.25"
<b>1/4 Page</b>	<b>S</b> 4.625" x 5.375"; <b>V</b> 2.1875" x 11"
<b>1/6 Page</b>	4.625" x 3.5"
<b>1/8 Page</b>	<b>H</b> 4.625" x 2.5625"; <b>V</b> 2.1875" x 5.375"
<b>1/16 Page</b>	2.1875" x 2.5625"

#### Business Directory

<b>1/8 Page</b>	<b>H</b> 4.625" x 2.5625"; <b>V</b> 2.1875" x 5.375"
<b>1/16 Page</b>	2.1875" x 2.5625"
<b>1/32 Page</b>	2.1875" x 1.1875"

### ULTIMATE FAMILY RESOURCE GUIDE & BABY GUIDE

<b>Full Page</b>	7.5" x 9.5"
<b>1/2 Page</b>	<b>H</b> 7.5" x 4.625"; <b>V</b> 3.625" x 9.5"
<b>1/4 Page</b>	3.625" x 4.625"
<b>1/8 Page</b>	3.625" x 2.1875"

#### Business Directory

<b>1/6 Page</b>	2.375" x 4.25"
<b>1/9 Page</b>	2.375" x 2.75"
<b>1/18 Page</b>	2.375" x 1.25"

### ACCEPTED IMAGE FORMATS

- Adobe Acrobat PDF. Adobe Acrobat 6 PDF preferred. All fonts must be embedded.
- EPS, TIFF, JPEG, BMP files.
- Resolution should be no lower than 300 dpi.
- All fonts should be included unless they are embedded or converted to outlines.

### ACCEPTED PROGRAM FILES

- Adobe InDesign CS.
- Photoshop CS or earlier. Images in Photoshop must be converted to CMYK.
- Adobe Illustrator CS or earlier. Convert type to outlines or supply fonts.

### BLACK & WHITE ADS

Black and white (grayscale) ads must be built using black ink only. Printing will appear muddy when color is in the ad. Check all logos, art, photos, etc. to be certain they have been stripped of any color (RGB or CMYK) and are grayscale only.

### COVER & INTERIOR ADS

Cover ads are printed on enamel coated paper. Materials should be provided at 133 line screen and 300 dpi. Interior ads are printed on newsprint and should be 100 line screen.

### SPOT COLORS

All color must be composed of only CMYK variables. All black text should be 100% black only (not made up of all process colors).

### TOTAL INK DENSITY

Total Ink Density is the amount of ink allowed to accumulate in a given area. This limit should not be higher than 240%. Dark reproduction and smudging may occur if the limit is set higher.

### SMALL TEXT

To preserve legibility, small type (smaller than 10 pt.) should not be composed of multiple colors. Small text also should not be reversed on a four-color or black background. Serif fonts are not recommended for 10 pt. type or smaller.

*We are not responsible for the reproduction quality of ads received that do not conform to our specifications.*