

Technical Specifications

Print Advertisements

File Requirements

Format

- All print ads must be PDF/X-1a
- All linked or embedded elements within creative files must be 300dpi or vector files.

Trim Size

- Publication is non-bleed. Do not include crop marks and bleed, these areas will be trimmed.
- Ads will be placed on the layout with a white border.

Color Space

- CMYK (4-color)
- No RGB, LAB, Pantone, or Spot colors

Reverse Text

- Minimum: 8pt

Ink Management

- Maximum Ink Density: 300%
- Line Screen: 133
- Use of blacks in text and logos: 100K black only; rich blacks are not accepted.

Ad Submission

Upload Ads

Submit finalized creative online via mediaplanet.sendmyad.com

Creative Services

Available at an additional cost. Must be purchased 2+ weeks before creative deadline.

Proofing Policy

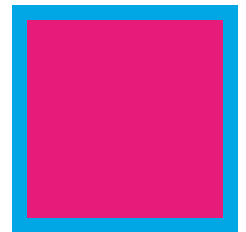
Approval is required during the submission process online at mediaplanet.sendmyad.com (Does not apply to creative services.)

Hard-copy proofs are not available. Our ad portal works as a proofing engine, calibrated to our printer's specs.

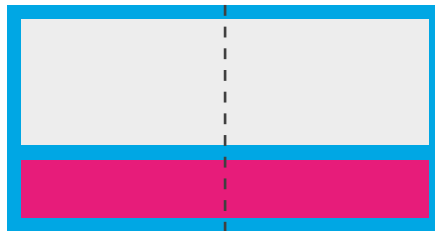
Ad Units: USA Today, Tabloid



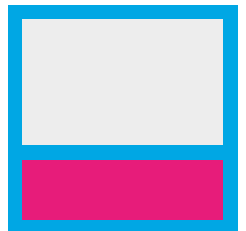
Two Page Spread
20.25" x 10.25"



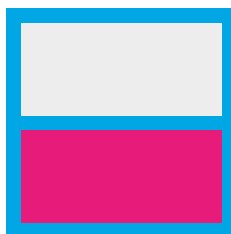
Full Page
9.75" x 10.25"



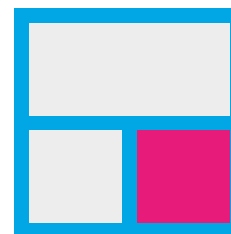
1/3 Page Spread
20.25" x 3.25"



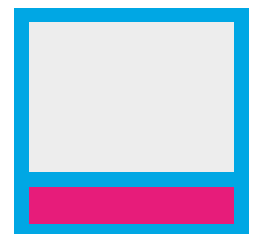
1/3 Page
9.75" x 3.25"



1/2 Page
9.75" x 5"



1/4 Page
4.79" x 5"



Banner
9.75" x 2"

Note: All dimensions listed as width by height in inches.