

Graphic Design Guidelines and Specs

Specs:

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|------------------------|---------------------|------------------------|-------------------|
| • Full Page: | 10.25" W x 13" H | • 1/4 Page Vertical: | 5.0" W x 6.0" H |
| • Jr. Page: | 7.75" W x 12.375" H | • 1/4 Page Horizontal: | 10.25" W x 3.0" H |
| • 1/2 Page Vertical: | 5.0" W x 12.375" H | • 1/6 Page: | 5.0" W x 4.0" H |
| • 1/2 Page Horizontal: | 10.25" W x 6.0" H | • 1/8 Page Vertical: | 2.25" W x 6.0" H |
| • 1/3 Page Vertical: | 7.75" W x 6.0" H | • 1/8 Page Horizontal: | 5.0" W x 3.0" H |
| • 1/3 Page Horizontal: | 10.25" W x 4.0" H | | |

** We prefer to receive finished ads in PDF with all fonts embedded. Our printer uses PDFX1A Standards. If you are using Adobe Distiller please use PRESS or PRINT default settings.*

Ad Production :

The Arcadia News offers simple type setting and layout of your ad at no additional charge. Be aware that we are not an advertising agency and do not offer the same spectrum of services that you might expect from an agency.

How it Works: The client provides a rough sketch of how they would like the ad to appear. We ask that you email us any pictures, logos, or other material that we may need. We can scan any of these items if email is not available.

We will put together the ad and provide you with a PDF proof. This will be your opportunity to make any corrections and changes. We will then process the changes and provide you with your second proof. You will then have the opportunity to do any "fine tuning" to the ad and check it completely for any errors or corrections.

We will then provide you with the ad as it will appear in the paper. Any additional changes after this will incur a design fee. Design fees start at \$100.

Color:

Full color is available. Contact your advertising representative for more information.

Tips for Creating Ads that Win Attention

1. The best ads have clearly written headlines.

Most people don't take time to read every word of every ad. Typical readers scan headlines in search of relevancy.

2. Incorporate a single graphic hook in the layout.

Cluttered layouts are not easy on the eye. Usually, they don't rate a second glance because everything blurs together. Ads that feature simple, large, bold graphics stand out from the crowd.

3. The best layouts contain lots of white space.

Many advertisers feel that white space is wasted space, so they cram everything possible into their ads. That's why white space has always been a rare and precious commodity. Let your ad have plenty of breathing room. Remember to maintain your focus. You are trying to generate contact from potential customers. Keep it simple, clean, and make it fun if possible.

4. The most effective ads use easy-to-read typography.

Legibility is always a key factor. Avoid using heavy blocks of upper case type or "trendy" fonts. Ads that feature more than two or three different fonts have a term in the biz we call "Ransome Note Ads." Choose one or two fonts and use the bold and italic features to create different variations. Also, try to use simple serif fonts in the body copy and avoid using ads with an all black background and white type, as they can be very difficult to read.