



MAMMOTH TIMES

2008 AD SPECIFICATIONS

• Mac or PC software accepted include (this version or newer): Acrobat 5.0 (.pdf), Illustrator 8.0 (.ai) and convert all type to vector path outlines, or Photoshop (.tif, .eps or .jpg).

• Convert all RGB and custom colors to CMYK.

• We do not accept ads in raw forms -- such as Pagemaker, Quark or Publisher -- that require fonts and linked images. Diskettes accepted: floppies, CD-ROM, or Zip (100 mg) disks (include a SASE for returns).

• E-mail files to Dave@MammothTimes.com or call for our .ftp site details.

• Use 85-100 line screen, 300 dpi on photos (CMYK or grayscale) and 500 dpi on line art. Set Photoshop's "Printing Ink Preferences" to newsprint (30% dot gain) and remember that newsprint dot gain will push an 80% to 100% black.

Full Page
10"w
13.25"h

3/4 Horiz.
10"w
10"h

3/4 Verti.
7.25"w
13.25"h

Junior Full
7.25"w
10"h

1/2 Horiz.
10"w
6.5"h

1/2 Verti.
4.75"w
13.25"h

3/8 Verti.
4.75"w
10"h

3/8 Horiz.
7.25"w
6.5"h

1/4 Block
4.75"w
6.5"h

1/4 Horiz.
9.875"w
3.125"h

1/4 Verti.
2.25"w
13.25"h

1/8 Horiz.
4.75"w
3.125"h

1/8 Verti.
2.25"w
6.5"h

1/16 Block
2.25"w
3.125"h

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