



REAL ESTATE 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
9.25"w
12.87"h

3/4 Horiz.
9.25"w
9.62"h

3/4 Verti.
6.90"w
12.87"h

Junior Full
6.90"w
9.62"h

1/2 Horiz.
9.25"w
6.37"h

1/2 Verti.
4.56"w
12.87"h

3/8 Verti.
4.563"w
9.62"h

3/8 Horiz.
6.90"w
6.37"h

1/4 Block
4.56"w
6.37"h

1/4 Horiz.
9.25"w
3.12"h

1/4 Verti.
2.21"w
12.87"h

1/8 Horiz.
4.56"w
3.12"h

1/8 Verti.
2.21"w
6.37"h

1/16 Block
2.21"w
3.12"h

(760) 934-3929 x105 • FAX: (760) 934-3951 • E-mail: Dave@MammothTimes.com
Sierra Center Mall, Second Floor, 452 Old Mammoth Road, P.O. Box 3929, Mammoth Lakes, CA 93546

www.MammothRealEstateTimes.com • www.MammothTimes.com