



THE TRADER

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AD SUBMISSION GUIDELINES

AD SIZE SPECIFICATIONS

- 1 column = 1.46 inches
- 2 columns = 3.17 inches
- 3 columns = 4.88 inches
- 4 columns = 6.58 inches
- 5 columns = 8.25 inches
- 6 columns = 10.0 inches

- Ad sizes are figured columns wide x inches tall.
- Ad Widths: Min. 1.46" • Max. 10"
- Ad Heights: Min. 1" • Max. 21"

TECHNICAL SPECIFICATIONS

- Original image files (excluding logos) should be at least 240 DPI (resolution at final printing size)
- Font size no smaller than 8 pt.

COLOR ADS

- All images must be in CMYK format.
- Do not use full color black type.
- Black type should only be in 100% black.

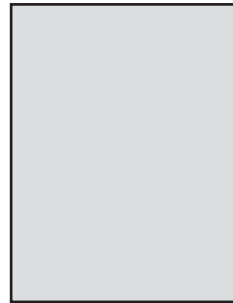
BLACK & WHITE ADS

- All images must be in Grayscale format.

FILE TYPE ACCEPTED

PDF

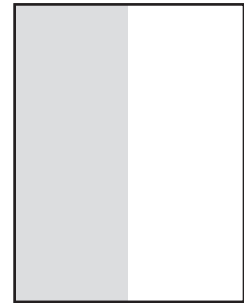
- Designers will double check ad formatting for press friendliness & make alterations as necessary



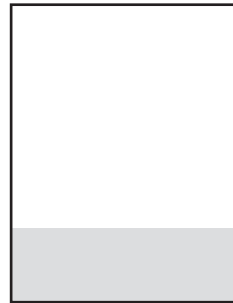
FULL PAGE
6 COLUMNS X 21"
10" x 21"



1/2 PAGE H
6 COLUMNS X 10.5"
10" x 10.4"



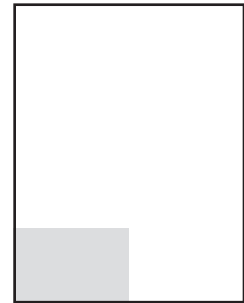
1/2 PAGE V
3 COLUMNS X 21"
4.88" x 21"



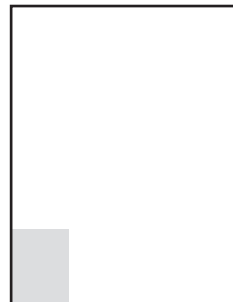
1/4 PAGE H
6 COLUMNS X 5.25"
10" x 5.15"



1/4 PAGE V
3 COLUMNS X 10.5"
4.88" x 10.4"



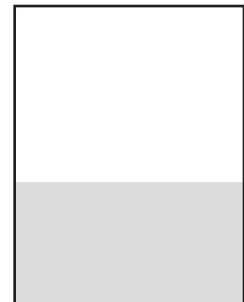
1/8 PAGE
3 COLUMNS X 5.25"
4.88" x 5.15"



1/12 PAGE
2 COLUMNS X 5.25"
3.17" x 5.15"



FULL FRONT PG.
6 COLUMNS X 19.9"
10" x 19.9"



1/2 FRONT PG.
6 COLUMNS X 9.9"
10" x 9.9"