

**AD SIZES/SPECIFICATIONS: Everything you need to know.** Gazette Charities works within an automated workflow for camera ready materials and artwork will not be worked on by a designer from The Gazette. Below, please find important information on ad sizes, art requirements, digital ad submission and naming conventions.

**STANDARD GAZETTE AD SIZES:**

The following column widths are applicable for standard ads in The Gazette.

NAME .....	ACTUAL SIZE
1 column .....	1.63"
2 column .....	3.43"
3 column .....	5.23"
4 column .....	7.03"
5 column .....	8.83"
6 column .....	10.60"

*Note: Ads are scheduled width (column) x height". For example, if you are granted a 2x7" ad that equals 2 columns not 2".*

**GO! TABLOID MAGAZINE:**

The following ad sizes are applicable for display ads in GO!

NAME .....	ACTUAL SIZE
Full Page .....	10.11"w x 10.25"h
1/2 Page H.....	10.11"w x 5.04"h
1/2 Page V .....	4.97"w x 10.25"h
3/8 Page V .....	4.97"w x 7.64"h
1/4 Page SQ.....	4.97"w x 5.04"h
1/8 Page H.....	4.97"w x 2.43"h

*Note: If you are granted multiple ads and they run in modular tab sections and standard sections in The Gazette you DO NOT NEED TO BUILD two ads. They are scheduled to proportionately work for both.*

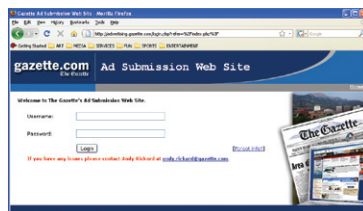
**DIGITAL ART SUBMISSION: Use the Internet to upload your creative.**

This is a general inbox for all of our sponsorship partners so it is VERY IMPORTANT that you follow the provided guidelines to insure that your ad runs on time and runs correctly.

**GO TO ADVERTISING.GAZETTE.COM**

**Username: gazettecharities**  
**Password: gazettecharities**

*Note: all lowercase, no spaces*  
*Note: Allow cookies for the Web site.*



**YOU MUST USE NAMING CONVENTIONS:**

The workflow is automated and we require the following specifics to match your art with the correct ad insertion ticket: Company name, event, first run date. Please do not include the section it is running or the name of the publication it is running in or the size of the ad. All of that information is automated. **Example: REDCROSS.5KRUN.10-25.pdf**

*Note: Please do not use commas, parenthesis or slashes in your file names.*

**DEADLINES: Sponsorship deadlines are unique.** We adhere to a camera ready art deadline schedule different from the regular deadlines for The Gazette in order to accommodate all sponsorship needs.

Publication days Saturday-Tuesday: **Camera ready art due Wednesday prior at noon**

Publication days Wednesday-Friday: **Camera ready art due Monday prior at noon**

*Note: Ad artwork that is not here by the deadline is subject to cancellation.*

**Before you upload your ad please check:**

■ We permit one camera ready artwork per event unless otherwise specified on your sponsorship agreement. Your ad is on a schedule and after the first publication date your ad is not changeable.

■ You only need to upload your ad ONE TIME. We do not need an ad for each date you are awarded.

■ HI RES files at 200 dpi

■ Grayscale (NO RGB, CMYK, or Lab). Ads uploaded with color that are running BW will not print correctly. Sponsorship ads are BW unless otherwise noted on your sponsorship agreement.

■ TYPE: 6pt. min., 10 pt. reverse min.

■ Art should be final ad size WITHOUT crop marks, tags or any additional white space. Art auto fits to the ad space and those will print if on the uploaded file.

■ We accept PDF, TIF, EPS and JPEG as final camera ready files with fonts converted to outlines or embedded/non-subsetted. Please check that your files are flattened and not separating to 4 color black. These files will not print correctly.



■ Donated ads must include The Gazette Advertising Donated by logo as seen above. It may not be cropped, typeset, or colored. It is available at GazetteCharities.org in black or white. We recommend that it run approximately 1" in width or the size of other logos running in your ad.