

# POLITICO

# PRINT SPECIFICATIONS

## AD SIZES:

- **Full:** 10in(w) x 13.5in(h)
- **3/4 Horizontal:** 10in x 10in
- **3/4 Vertical:** 7.45in x 13.5in
- **Junior/Mag:** 7.45in x 10in
- **1/2 Page Horizontal:** 10in x 6.65in
- **1/2 Page Vertical:** 4.90in x 13.5in
- **1/4 Square:** 4.90 x 6.65in
- **1/4 Horizontal:** 10in x 3.5in
- **1/4 Vertical:** 2.38in x 13.5in

## OTHER INFO:

- **Screen Ruling:** 85 Lines per inch
- **Photo Images:** 250 dpi
- **Color:** CMYK format, no spot colors, black text should be C=0, M=0, Y=0, K=100
- **PDF:** to meet x1a standard and must have embedded fonts, all transparencies should be flattened
- **Reverse Type:** No type smaller than 10 pt. should be used when reversing type in one single color. When reversing two or more colors, use a type no smaller than 14 pt.

## DEADLINES:

### Mondays

- **Space reservation due:** Wednesday prior, 5 PM
- **Camera ready art due:** Thursday prior, noon
- **Non-camera ready materials due:** Wednesday prior, noon

### Tuesdays

- **Space reservation due:** Thursday prior, 5 PM
- **Camera ready art due:** Friday prior, noon
- **Non-camera-ready materials due:** Thursday prior, noon

### Wednesday

- **Space reservation due:** Friday prior, 5 PM
- **Camera ready art due:** Monday prior, noon
- **Non-camera-ready materials due:** Friday prior, noon

### Thursdays

- **Space reservation due:** Monday prior, 5 PM
- **Camera ready art due:** Tuesday prior, noon
- **Non-camera-ready materials due:** Monday prior, 5 PM

### Fridays

- **Space reservation due:** Tuesday prior, 5 PM
- **Camera ready art due:** Wednesday prior, noon
- **Non-camera ready materials due:** Tuesday prior, noon



For mechanical specifications, artwork delivery or online creative trafficking contact:  
Walt Houseknecht at (703) 647-7984 or ads@politico.com