

# 2018 NEWSPAPER SPECIFICATIONS

## Newspaper Advertisement Specs (w x h)

Spread	21.135" × 13.33"
Full Page	10" × 13.33"
¾ Horizontal	10" × 10"
¾ Vertical	7.45" × 13.33"
Junior/Mag	7.45" × 10"
½ Horizontal	10" × 6.65"
½ Vertical	4.9" × 13.33"
¼ Square	4.9" × 6.65"
¼ Horizontal	10" × 3.5"
¼ Vertical	2.38" × 13.33"
Front Page Strip	10" × 1.5"

**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 must have embedded fonts, all transparencies flattened

**Reverse Type:** No type smaller than 10pt. should be used when reversing type in one single color. When reversing two or more colors, type should be no smaller than 14pt.

## Newspaper Deadlines

publication day	space reservation	press-ready creative file
Tuesday	Thursday prior 5:00PM	Friday prior 12:00PM
Wednesday	Friday prior 5:00PM	Monday prior 12:00PM
Thursday	Monday prior 5:00PM	Tuesday prior 12:00PM

submit creative to  
ADS@POLITICO.COM

For questions, contact your account executive or

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