

ADVERTISING SPECIFICATIONS

Reporter
Newspapers

&

Atlanta
INTOWN

How to submit your print ready ad

- **Ads exported as PDF/X-1a** in the correct size and orientation.
- **Create the ad for the size quoted.** Make sure all images are CMYK or grayscale (for a black and white ad).
- **Use 100% black only (no 4-color black).**
- **Please set your ink levels** to no more than 215

Ads created by Reporter Newspapers or Atlanta INTown

- We can create ads for our advertising clients as needed. All materials should be delivered to our graphic design department as soon as possible to allow adequate lead time.
- Logos and/or images are needed in AI, EPS or high resolution (at least 200 dpi) JPG, TIF or PSD files.
- E-mail materials to rico@reporternewspapers.net.

Ad sizes

(width x height in inches)

Full Page.....	10 x 12.5
RN Front Page Top.....	2.17 x 2.12
RN Front Page Strip.....	10 x 1.5
IN Front Page Top.....	4.9 x 1.4
IN Front Page Strip.....	5.8 x 1.69
Junior Page.....	10 x 8.25
1/2 Page Vertical.....	4.94 x 12.5
1/2 Page Horizontal.....	10 x 6.185
1/3 Page Vertical.....	4.94 x 8.28
1/3 Page Horizontal.....	7.47 x 6.185
1/4 Page Vertical.....	4.94 x 6.185
1/6 Horizontal.....	4.94 x 4.08
1/8 Page Vertical.....	2.41 x 6.185
1/8 Page Horizontal.....	4.94 x 3.03

Publication Dates

Reporter Newspapers are published bi-weekly

2016	2017	
July 8, 22	January 6, 20	July 7, 21
August 5, 19	February 3, 17	August 4, 18
September 2, 16, 30	March 3, 17, 31	September 1, 15, 29
October 14, 28	April 14, 28	October 13, 27
November 11, 25	May 12, 26	November 10, 24
December 9, 23	June 9, 23	December 8, 22

Atlanta INTown is published monthly

Special Advertising Sections

Ask your Account Executive for rates and information

Education

January & September

Summer Camps

February, March & April

Communities of Faith

March & November

Head for the Hills

June, July & August

Celebrations

August & February

Holiday Shopping

November & December