

FORMAT & GENERAL GUIDELINES

Completed ads provided to us electronically should be only sent in PDF format.

TIFF or JPEG files are acceptable, but not recommended. Save TIFFs with Macintosh encoding and no compression. Save JPEGs as baseline standard and quality: 10. Create all files at 300dpi for the best quality. Convert all Photoshop files to JPEG or TIFF before sending.

Please do not send any Quark, Illustrator or other native files. All of those files should be sent in PDF format.

If Adobe InDesign is used, please export your InDesign file using PDF/X-1a PDF preset.

If QuarkXpress is used to create an ad, use Acrobat Distiller to generate a PDF file. Please use "High Quality Print" to distill the Postscript file.

File settings from Quark & other page layout programs should be: 2400dpi & 120 linescreen

All fonts must be embedded.

OPI Settings - It is very important to make sure that the PDF does not contain any OPI information. A file with OPI information might look fine on screen, but types might get dropped out at the press. Using the "LA Weekly specific job option" will automatically remove all the OPI information from the PDF.

Do not use PDF Writer to create a PDF. The file will not be usable for printing.

Use Postscript fonts only to avoid type disappearing from ads. No Open-type fonts or TrueType fonts should be used.

Be aware that LA Weekly will place a border on ads without visible edges.

COLOR SPECS GUIDELINES

4/C ads should be created as composite CMYK with all spot colors converted to process. RGB files must be converted to CMYK before creating the PDF. RGB files are not acceptable and cannot be used. Extreme color shifts may occur if we are convert your RGB files to CMYK.

4/C photos should be adjusted to limit maximum ink density to 230%. More ink will only increase offset and smearing. The lower your total ink coverage, the sharper and more accurate your images will reproduce. Shadow areas in particular need special attention to minimize the amount of ink.

Under color removal is an important step in preparing color images for newsprint. Black areas of an image should have as much color as possible removed from all other channels.

Rich black reverses should be 100%K 10%C. More ink will not produce a deeper black on newsprint, but it will increase the difficulty of proper registration. Reversed text will have decreased readability, and will fill in, if the black is too saturated.

Black text should be 100%K. Do not use rich black for text as you will experience registration problems and obscured text.

Color text should use as few channels as possible to create the color. Red for instance should be Magenta and Yellow only. Try to avoid colors which use light screens of black. The text will not reproduce well. Bold, basic colors reproduce best on newsprint.

Spot colors are more challenging to produce for accurate separation. You may build the ad using a process color in place of the spot color. We will use the process plate to print the spot color on press.

If you use a Pantone color, define all elements with the same color. Avoid using coated and uncoated versions of the same Pantone color. Be aware that Pantone colors are converted to CMYK and may not reproduce as expected.

Rasterized files should be saved as either a jpeg or tiff at 300dpi & CMYK mode.

LA WEEKLY DESIGN

LA Weekly has a staff of talented designers who can produce ads if these specs are beyond individual capabilities. Please talk to your sales representative to see if this is the best option for you.

DEADLINE

The deadline to receive ads electronically is 6:00 pm on Monday before the issue publication date.

UPLOAD

Please upload your camera ready files to:
<http://ads.laweekly.com>

The above address is for final ad delivery only. Instructions about ad copy, placement or billing must be sent directly to your sales representative.

CONTACTS

Production Department - 310.574.7172 or 310.574.7170
Display Advertising - 310.574.7379
Classified Advertising 310.574.7329

The L.A. Weekly office is located at
3861 Sepulveda Blvd.
Culver City, CA 90230

Please check our website at www.laweekly.com for more information.

LAWEEKLY **AD SIZES at a glance**

DISPLAY SIZES (4 columns)

SIZE	WIDTH	HEIGHT
1 col 1/16	2.375" x	2.937"
1 col 1/12	2.375" x	3.972"
2 col 1/12	4.916" x	1.902"
1 col 1/8	2.375" x	6.041"
2 col 1/8	4.916" x	2.937"
2 col 1/6	4.916" x	3.972"
1 col 1/4	2.375" x	12.25"
2 col 1/4	4.916" x	6.041"
3 col 1/4	7.458" x	3.972"
4 col 1/4	10.00" x	2.937"
2 col 1/3	4.916" x	8.111"
3 col 1/3	7.458" x	5.444"
4 col 1/3	10.00" x	3.972"
2 col 1/2	4.916" x	12.25"
3 col 1/2	7.458" x	8.111"
4 col 1/2	10.00" x	6.041"
3 col 3/4	7.458" x	12.25"
4 col 3/4	10.00" x	9.145"
junior page	7.458" x	10.18"
full page	10.00" x	12.25"
2-pg spread	20.75" x	12.25"

THEATER IN LA / ART IN LA

SIZE	WIDTH	HEIGHT
single box	2.375" x	2.75"
double box (horizontal)	4.916" x	2.75"
double box (vertical)	2.375" x	5.668"

FILM SIZES (5 columns)

SIZE	WIDTH	HEIGHT
1 col	1.875" x	height in inches
2 col	3.875" x	height in inches
3 col	5.875" x	height in inches
4 col	7.875" x	height in inches
5 col	10" x	height in inches
full page	10" x	12.5"

CLASSIFIED

includes

- general classified and employment (8 columns)
- real estate and rentals (4 columns)

SIZE	WIDTH	HEIGHT
1/32	2.375" x	1.385"
1/24	2.375" x	1.902"
1/16	2.375" x	2.937"
1/12V	2.375" x	3.972"
1/8V	2.375" x	6.041"
1/8H	4.916" x	2.937"
1/6	4.916" x	3.972"
1/4V	4.916" x	6.041"
1/4S	2.375" x	12.25"
1/3V	4.916" x	8.111"
1/3H	10" x	3.972"
1/2V	4.916" x	12.25"
1/2H	10" x	6.041"
FULL	10" x	12.25"

BULLETIN BOARD SIZES (4 columns)

SIZE	WIDTH	HEIGHT
2x2	2.375" x	1.902"
jr banner	4.916" x	1"
banner	10" x	1"
4x3	4.916" x	2.937"
4x4	4.916" x	3.972"

LAWEEKLY **DISPLAY SIZES**

All ads are exact trim only with no bleed
 Black area represents the ad size in relation to a full page



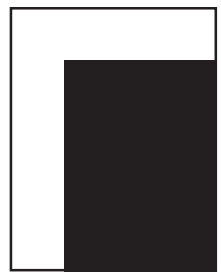
2-page spread
 20.75" x 12.25"

2-PG
 SPREAD



full page
 10" x 12.25"

FULL
 PAGE



junior page
 7.458" x 10.18"

JUNIOR
 PAGE



4 column 3/4 page
 10" x 9.145"



3 column 3/4 page
 7.458" x 12.25"

3/4
 PAGE



2 column 1/2 page
 4.916" x 12.25"



3 column 1/2 page
 7.458" x 8.111"

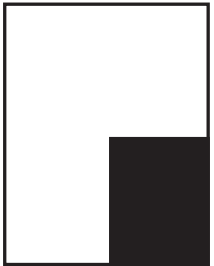


4 column 1/2 page
 10" x 6.041"

1/2
 PAGE



1 column 1/4 page
 2.375" x 12.25"



2 column 1/4 page
 4.916" x 6.041"



3 column 1/4 page
 7.458" x 3.972"



4 column 1/4 page
 10" x 2.937"

1/4
 PAGE



2 column 1/3 page
 4.916" x 8.111"



3 column 1/3 page
 7.458" x 5.444"



4 column 1/3 page
 10" x 3.972"

1/3
 PAGE



1 column 1/8 page
 2.375" x 6.041"



2 column 1/8 page
 4.916" x 2.937"

1/8
 PAGE



2 column 1/6 page
 4.916" x 3.972"

1/6
 PAGE



1 column 1/12 page
 2.375" x 3.972"



2 column 1/12 page
 4.916" x 1.902"

1/12
 PAGE

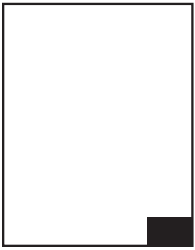


1 column 1/16 page
 2.375" x 2.937"

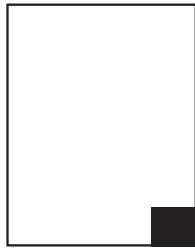
1/16
 PAGE

LAWEEKLY CLASSIFIED SIZES

All ads are exact trim only with no bleed. Black area represents the ad size in relation to a full page



1/32 (2.375" x 1.385")



1/24 (2.375" x 1.902")



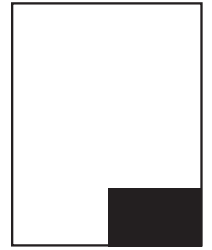
1/16 (2.375" x 2.937")



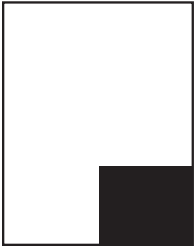
1/12V (2.375" x 3.972")



1/8V (2.375" x 6.041")



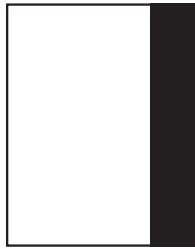
1/8H (4.916" x 2.937")



1/6 (4.916" x 3.972")



1/4V (4.916" x 6.041")



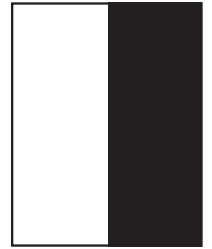
1/4S (2.375" x 12.25")



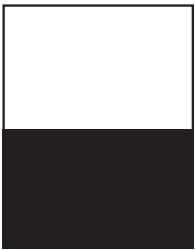
1/3V (4.916" x 8.111")



1/3H (10" x 3.972")



1/2V (4.916" x 12.25")

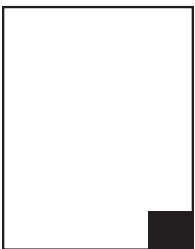


1/2H (10" x 6.041")

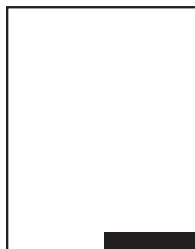


FULL (10" x 12.25")

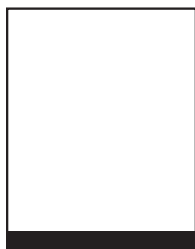
LAWEEKLY BULLETIN BOARD SIZES



2x2 (2.375" x 1.902")



junior banner (4.916" x 1")



banner (10" x 1")



4x3 (4.916" x 2.937")



4x4 (4.916" x 3.972")