



Display Ad Size:	Width:	Height:
1/8 page	5"	3.25"
1/6 page or	5" 3.25"	4.5" 6.75"
1/4 page or or	5" 10.125" 6.75"	7" 3.25" 5.25"
1/3 page or	5" 10.125"	9.75" 4.5"
1/2 page or or	5" 10.125" 6.75"	14.75" 7" 11"
Full page	10.125"	14.75"
2 Page Spread	21.375"	14.75"

Column Width: <i>(Based on 6 col. tabloid)</i>	
1 column	1.5"
2 column	3.25"
3 column	5"
4 column	6.75"
5 column	8.625"
6 column	10.125"

**Ad Sizes:**  
Ads must be the correct size if sent camera ready. No bleeds or printer's marks.

## SPECIFICATIONS

**Accepted File Format:**

High resolution Acrobat 5.0 compatible PDF, in process CMYK or black and white with all fonts and graphics embedded.

**Graphic Specifications:**

- Resolution of graphics should be at 220 dpi
- All graphics should be in CMYK or gray scale
- Screens of 8% or less are not recommended

**Type Specifications:**

- All fonts must be embedded, with no CID fonts.
- Postscript Type 1 fonts are preferred.
- Fonts under 8 pt. size are not recommended.

**How to Submit Ads:**

Email: Ads can be submitted by e-mail at [ads@dairystar.com](mailto:ads@dairystar.com).  
Mail: Ads can be uploaded onto a Mac compatible CD and mailed to our office.

## PRODUCTION STAFF

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