

VIRGINIA LAWYERS WEEKLY

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Electronic Submission Guide

Digital Advertising Specifications

FILE FORMATS

WE PREFER PDF FILES. Most modern publishing software allows you to either save or export as a PDF. We also accept Quark or InDesign files for Macintosh. We do not recommend building ads in Photoshop or other photo software as this results in poor, blurry quality on newsprint. Microsoft Word or Publisher files are not acceptable for any print purpose.

AD PREPARATION

- Create documents at print size with no crop marks.
- Embed all fonts.
- Do not apply artificial type styles to fonts (bold, italic, outline) Use the actual font, not a styled typeface.
- Flatten artwork before saving as PDF.
- If you can't send a PDF, include all images and fonts along with the live document file.

IMAGE PREPARATION

- Acceptable image formats include TIFF, JPEG, PNG and EPS.
- Save images at 100% original scanned size.
- All images must be a minimum of 200 dpi at final print size.
- Color ads should be built using CMYK images.
- Use descriptive filenames for each picture.

CAUTIONS & AVOIDANCES

- Very small or very fine type as well as artwork with very small or fine detailing may not print well on newsprint.
- All color type must be at least 18 points. Use only two process colors when using knockout text on color.
- Do not use knockout text on 4-color images.
- Type smaller than 12 points should not be reversed out on a four color background. Type smaller than 10 points should not be reversed out on any background. Type should not be reversed out on a yellow background. Use bold fonts with color and screened backgrounds.
- All images will appear darker in newsprint than on a printout.
- Do not use 4-color/"rich" black.
- No changes can be made by us to camera-ready ads.
- Cancellations are not accepted after space closing date.

AD SIZES

ROP/PROFESSIONAL ANNOUNCEMENTS

Full Page		10" x 15.75"
Junior Page		7.375" x 11"
Half Page	(tall)	4.917" x 15.75"
	(wide)	10" x 8"
Quarter Page	(tall)	4.917" x 8"
	(wide)	10" x 4"
Sixth Page	(tall)	4.917" x 6"
Eighth Page	(tall)	2.375" x 8"
	(wide)	4.917" x 4"
Sixteenth Page	(tall)	2.375" x 4"
	(wide)	4.917" x 2"

LAWYER-TO-LAWYER REFERRAL / ADR

2 Unit Vertical	1.875" x 7.5"
2 Unit Horizontal	3.875" x 3.625"
1 Unit	1.875" x 3.625"
1/2 Unit	1.875" x 1.75"

EXPERTS / LEGAL PRODUCTS & SERVICES

Size 4	1.875" x 4.5"
Size 3	1.875" x 3.5"
Size 2	1.875" x 2.5"
Size 1	1.875" x 1.5"

REAL ESTATE

Full Page	10" x 15"
Half Page	10" x 7.425"
4 unit	3.9" x 7.425"
3 unit	5.933" x 3.625"
2 unit	3.9" x 3.625"
1 unit	1.867" x 3.625"
1/2 unit	1.867" x 1.75"

BRIEFCASE

4 Unit	3.9 x 7.425"
2 unit	3.9 x 3.625"
1 unit	1.867 x 3.625"

CLASSIFIED ADS

3.91 inches wide, height is measured in 1/4 inch increments (minimum of 1 inch)