

PRESS READY AD DEADLINE IS TUESDAY AT 5:00PM, APPROXIMATELY 2 WEEKS PRIOR TO PUBLICATION

OKCBusiness appreciates your advertising support and will gladly accept your ad or art elements for ads on cd, by e-mail or FTP. The following instructions will help you coordinate this process with our production department.

AD SIZE	DIMENSIONS
1/6H	4.92 X 2.3
1/6V	2.33 X 4.875
1/3V	2.33 X 10
1/3S	4.92 X 4.875
1/2H	7.5 x 4.875
2/3V	4.92 x 10
FULL PAGE	7.5 x 10
COVER	9.125 x 11.125 (with .125 inch bleed on the 3 outer edges, 7.5 x 10 live area)

To send your ad via email:

Send your ads to
prepress@okcbusiness.com

To upload your ad via FTP:

Visit <ftp://mail.okgazette.com>
Log on using the following:
User ID: okgclient
Password: gazetteads

File naming standard

For your file name, please use the name of the advertised business followed by the date the ad is to run. (e.g. - mybusiness 3.14.pdf)

Questions or problems?

Please contact an OKCBusiness representative at prepress@okcbusiness.com or 405.621.9000 if you have any questions or experience any difficulties with sending us your ads.

Advertising File/Art Formats Accepted:

(PDF) Portable Document Format
PDF/X1a 2001 setting preferred.
(EPS) Encapsulated Post Script, all type must be convert to paths
(TIFF) Tagged Image File Format, all TIFF files must be flattened
(JPEG) Joint Photographic Experts Group Format, keep JPEG compression 8 or higher

We will not accept : Microsoft Word, Paint, Publisher, Excel, Power Point, CorelDraw native formats or any other file formats that are not specified above.

File Resolution:

OKC Business prints with a 150 linescreen.
All file resolutions should be at 300 dpi or larger.

Colors:

There are two possible color spaces for OKCBusiness ads.
Black & White (Grayscale) or CMYK.

Black & White (Grayscale):

This color mode will only have black as the color and channel.

CMYK:

Cyan, Magenta, Yellow and Black, 4 channels making the ad full color. Spot color space should be submitted in a CMYK color mode as the OKC Business press does not accept true spot color files (2 channels: 1 color, 1 black).

An example of an acceptable spot color ad would be: The ad is to be black with a green spot color. Then the ad would be CMYK with cyan/yellow for the green spot and black for the rest. Please ensure that the black remains only black and not a "rich" black (black with cyan/magenta/yellow mixed.)

All elements within the ad must be converted to the appropriate color mode. Ads or ad elements in RGB, LAB or Indexed Color modes will not be accepted.

Color Adjustment:

Please ensure all photography and/or graphic elements are properly color adjusted for production. In general, a 15% dot gain will occur, so please ensure the midtones are lightened. Also, for CMYK full color ads, please set your ink limit to 300. Anything over 300% will result in oversaturation of color.

