



Production information

When submitting ads, please create the files using the following specifications:

The *Villager* follows a 6-column layout and therefore all ads are laid out in column widths. Partial columns are not permitted. To see how wide to make your ad, consult the following table:

Columns	Computer inches	Inches	Picas
1 column	1.5835"	1- ⁹ / ₁₆ "	9p6
2 column	3.3335"	3- ⁵ / ₁₆ "	20p
3 column	5.0835"	5- ¹ / ₁₆ "	30p6
4 column	6.8334"	6- ¹³ / ₁₆ "	41p
5 column	8.5834"	8- ⁹ / ₁₆ "	51p6
6 column	10.3334"	10- ⁵ / ₁₆ "	62p
12 column	21.5"	21- ¹ / ₂ "	129p

To get your ad height, subtract .056" (p4) from the inches to allow for gutter space between ads. For instance, if you have a 4x7.5 ad, you'll make your ad 6.8334" x 7.444" in size. Ad height must be in whole inches or half inches.

Do not subtract .056" from ads that are the full-page 15 inch depth. Ads over 13 inches will be set and billed at the full-page 15 inch depth.

The total printed area of each page is 10-⁵/₁₆ inches wide by 15 inches deep (10.3334" x 15" or 62 x 90 picas).

How to provide us with an electronic file

The *Villager* is published electronically on Macintosh computers. Our production artists import your electronic file directly into the newspaper. We prefer the following formats:

Adobe InDesign, Adobe Illustrator, Adobe Photoshop

PDF, INDD, TIFF, JPEG, AI, or EPS

Files from other software applications or computer platforms that create a high resolution TIFF, EPS or PDF file with embedded fonts and graphics may also work. We cannot open MS Publisher files!

Sending the ad

Ads may be delivered on CD or DVD, e-mailed (use your sales rep's e-mail address) or if the files are very large, we have a FTP site available for customers' use.

Points to remember

All necessary font and graphic files relating to the ad must be included with your file. Please do not combine font suitcases, but rather include them as provided by the foundry. If you care to outline your type, that works for us as long as you don't expect us to edit the ad's verbiage!

Image resolution should be an absolute minimum of 200 DPI (dots per inch) at 100%. Many programs export 72 dpi files, which is not enough for print media. We prefer having 300 DPI artwork because it gives us more flexibility in resizing and reformatting ads.

PDF files: Please embed complete fonts (not subsets) and graphics. Please do not enable any password protection or security block when creating a pdf.

Color: Convert all RGB color to CMYK or PMS spot. Grayscale should be black (K) only. (Of course, CMYK photos are CMYK)

Illustrator files must include fonts unless type has been outlined.

Then hit send

If sending your ad via e-mail, please use the e-mail address of your sales rep:

Tim Carroll:	tcarroll@myvillager.com
Emmet McCafferty:	emmet@myvillager.com
Bob Stjern:	bob@myvillager.com