

Providing files for Cooke Communications by e-mail:

All of the above parameters for providing artwork and copy by traditional means apply to sending files by e-mail as well, with close attention to the following notes and exceptions:

- Send a file by >Attaching< the file to an e-mail message that verbally describes the contents of the file and what we are to do with it.
- Before sending your e-mail, simply locate the >Attach File< command on your browser, then locate the file you want to send and attach by clicking on it.

Providing files for Cooke Communications by FTP:

FTP is available for file transfer. Please contact your account representative to be assigned a user name, password and instructions.

Acceptable file formats:

We can accept the following formats by e-mail or on a floppy, zip or CD:

- Adobe Acrobat (.pdf): Fonts must be embedded. Images must be CMYK and embedded.
- InDesign (.indd): All art, files and fonts MUST be included. Only use postscript fonts. True type and stylized fonts are unacceptable.
- Microsoft Word (.doc) or (.txt): for text only.
- Adobe Illustrator (.eps, .ai): All fonts outlined.
- Adobe Photoshop (psd, tif, jpg, eps): Minimum resolution should be 200 dpi for photos, 400 dpi for line art.

Illustrator and Photoshop files can be rather large when sent without some type of file compression, such as DropStuff for StuffIt Expander, or a similar application. Keep your file sizes low without compromising the resolution to ensure they are sent and received properly across the web.

Mechanical specifications:

Printing method: Goss Community Offset Press using photo composition, aluminum plates. No shrinkage. No mats, stereos, electros or engraving. Accepted are slick proofs, black and white photographs, and halftone screens from 65 to 85 lines are preferred.

Mechanical Specifications 2008

Retail / Editorial Columns

Note: *Tabloids stop at 5 columns*

<i>No. of Cols.</i>	<i>Inches</i>	<i>Picas</i>
One column	1.72 in.	10 picas
Two columns	3.55 in.	21 picas
Three columns.....	5.38 in.	32 picas
Four columns.....	7.21 in.	43 picas
Five columns.....	9.04 in.	54 picas
Six columns.....	10.87 in.	65 picas

Tabloid Configuration

Dimensions

Tabloid Double Truck.....	19.5 in. wide X 11 in. high
Tabloid Full Page.....	5 columns wide X 11 in. high

Broadsheet Configuration

Dimensions

Broadsheet Double Truck.....	22.87 in. wide X 21.5 in. high
Tabloid Full Page.....	6 columns wide X 21.5 in. high

Display Depth Requirements

- Broadsheet page: Minimum display advertisement acceptable is 1 col. X 1 in. Advertisements over 21 1/2 inches deep will be billed full column depth
- Tabloid page: Minimum display advertisement acceptable is 1 col. X 1 in. Advertisements over 11 inches deep will be billed full column depth

Classified Display

<i>No. of Cols.</i>	<i>Inches</i>	<i>Picas</i>
One column	1.27 in.	7.5 picas
Two columns	2.64 in.	15.5 picas
Three columns.....	4.01 in.	24 picas
Four columns.....	5.38 in.	32 picas
Five columns.....	6.76 in.	40.5 picas
Six columns.....	8.13 in.	48.5 picas
Seven columns.....	9.50 in.	57 picas
Eight columns.....	10.87 in.	65 picas

Tabloid Configuration

Dimensions

Full Page Image Area.....	9.04 in. wide X 11 in. high
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Broadsheet Configuration

Dimensions

Full Page Image Area.....	10.87 in. wide X 21.5 in. high
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Modular Book Ad Sizes

Size of Printed Area..... 7.25 in. wide X 9.6 in. high

Size of Full Page Bleed

Trim Size.....	8.25 in. wide X 10 in. high
Live Area.....	7.15 in. wide x 9.6 in. high

Full Page.....	7.25 in. X 9.6 in.
1/2 Page Vertical.....	3.5 in. X 9.6 in.
1/4 Page Vertical.....	3.5 in. X 4.7 in.
1/8 Page Vertical.....	1.67 in. X 4.7 in.
1/16 Page Vertical.....	1.67 in. X 2.25 in.
1/2 Page Horizontal.....	7.25 in. X 4.7 in.
1/4 Page Horizontal.....	7.25 in. X 2.25 in.
1/8 Page Horizontal.....	3.5 in. X 2.25 in.
1/16 Page Horizontal.....	3.5 in. X 1 in.

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