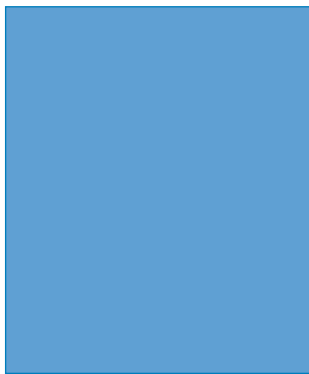
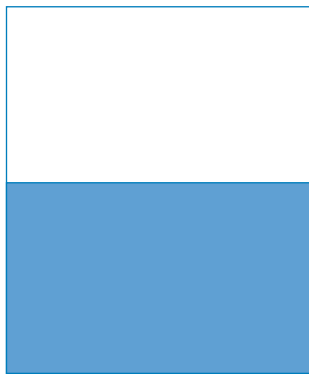


# BLANK SLATE/LITMOR PUBLICATIONS MODULAR SIZES

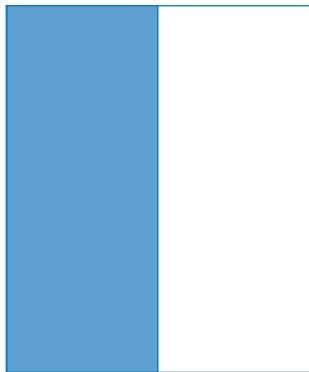
## BLANK SLATE MEDIA



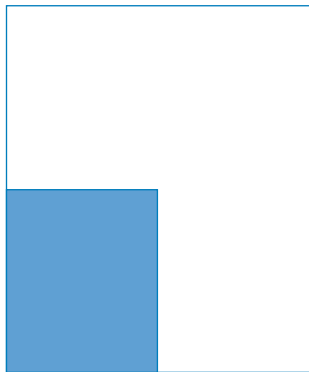
**FULL PAGE**  
10" X 12.45"



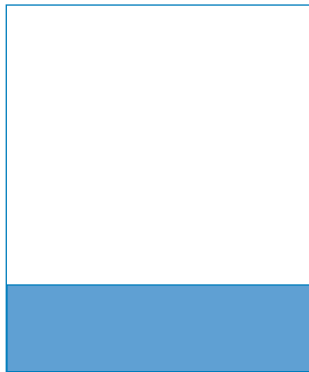
**HALF HORIZONTAL**  
10" X 6.16"



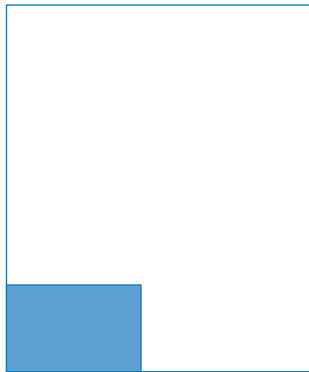
**HALF VERTICAL**  
4.94" X 12.45"



**QUARTER VERTICAL**  
4.94" X 6.16"



**QUARTER HORIZONTAL**  
10" X 3.02"

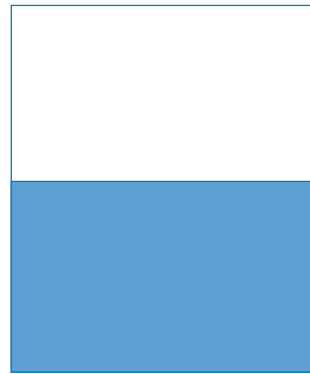


**EIGHTH PAGE**  
4.94" X 3.02"

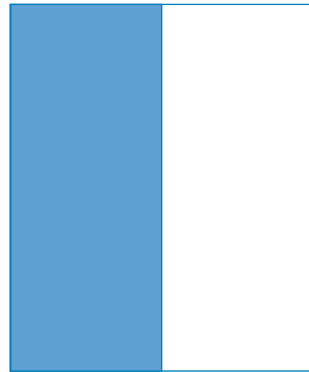
## LITMOR PUBLICATIONS



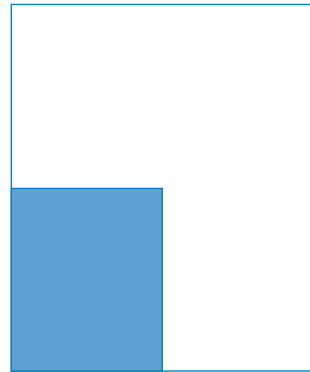
**FULL PAGE**  
9.83" X 11.3"



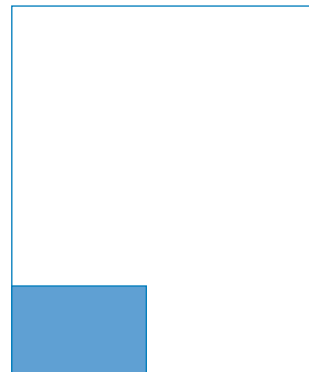
**HALF HORIZONTAL**  
9.83" X 5.5"



**HALF VERTICAL**  
4.83" X 11.3"



**QUARTER VERTICAL**  
4.83" X 5.5"



**EIGHTH PAGE**  
4.83" X 2.79"

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# BLANK SLATE/LITMOR PUBLICATIONS MECHANICAL REQUIREMENTS

## BSM COLUMN SIZE

1 COLUMN	1.5625"
2 COLUMN	3.25"
3 COLUMN	4.9375"
4 COLUMN	6.625"
5 COLUMN	8.3125"
6 COLUMN	10"

MODULAR UNITS	SIZES
FULL PAGE (6 COL)	10" X 12.45"
1/2 HORIZ (6 COL)	10" X 6.16"
1/2 VERT (3 COL)	4.94" X 12.45"
1/4 VERT (3 COL)	4.94" X 6.16"
1/4 HORIZ (6 COL)	10" X 3.02"
1/8 PAGE (3 COL)	4.94" X 3.02"
CENTER SPREAD	21" X 12.45"

## LITMOR COLUMN SIZE

### 4 COLUMN FORMAT

1 COLUMN	2.3" WIDE
2 COLUMN	4.8" WIDE
4 COLUMN	9.8" WIDE

MODULAR UNITS	SIZES
FULL PAGE	9.83" X 11.3"
9/16 PAGE	6.5" X 8.5"
1/2 HORIZ	9.83" X 5.5"
1/2 VERT	4.83" X 11.3"
1/4 VERT	4.83" X 5.5"
1/4 HORIZ	9.83" X 2.5"
1/8 PAGE VERT	2.3" X 5.6"
1/8 PAGE HORIZ	4.83" X 2.79"

### BLANK SLATE MEDIA PUBLICATIONS

Great Neck News, Manhasset Times  
New Hyde Park/Herald Courier, Roslyn Times,  
Port Washington Times, Williston Times

### LITMOR PUBLICATIONS

Garden City News, Bethpage, Newsgram  
Jericho Syosset News Journal,  
Mid Island Times, Syosset Advance

## LINE SCREEN & DPI

All documents are 85 lpi. Tiffs and EPS images are 300 dpi  
Bitmaps 400 dpi. Photoshop CMYK

## PRINTED PHOTO OFFSET

**Blank Slate Media:** Total image area 10" X 12.75" (6 col format)

**Litmor Publications:** Total image area 9.83" X 11.312" (6 col format)

## PHOTO SHOP CMYK SETTINGS

Dot gain: Standard 36% Total Ink Limit: 240%

Separation Type: GCR VCA Amount: 5%

Black Ink Limit: 100%

Grayscale images must be 8 bit not 16 bit

We prefer all digital files submitted as Adobe Acrobat PDF file

### PDF submission guidelines:

1. Embed all fonts, including 35% subset
2. Color files must be CMYK, not RGB
3. Composite file, without crop marks

## FILE SUBMISSION

**Litmor:** We also accept files from these MAC/PC compatible programs:

InDesign CS\* / Illustrator\*\* / Photoshop\*\*\*

**BSM:** We also accept files from these MAC/PC compatible programs:

InDesign CS\*4 / Illustrator\*\* CS4 / Photoshop\*\*\*

\*Must include all fonts and artwork (higher version than InDesign 4 can be converted to extension: inx, or idml and then submitted to us. \*\*All type must be converted to outline. \*\*\*Files should be flattened and saved as PDF, CMYK as appropriate

Files cannot exceed software versions listed above

- Repros of original artwork is required
- Deadline for proof copy one (1) week prior to publication date
- All out mechanicals remain the property of the Publisher
- Files 10MB or smaller may be emailed, please be sure to include name of sales rep and advertiser in "subject" line
- CDs of larger files may be mailed to the address of the appropriate publication or in care of your sales rep.

## SPACE RESERVATION & MATERIAL DEADLINES

### BSM PUBLICATIONS

**PUBLICATION DAY:** FRIDAY

**RESERVATION DEADLINE:** FRIDAY 5PM PRIOR TO PUBLICATION DAY

**MATERIAL DEADLINE:** MONDAY 5PM PRIOR TO PUBLICATION DAY

### LITMOR PUBLICATIONS

**PUBLICATION DAY:** FRIDAY

**RESERVATION DEADLINE:** TUESDAY 5PM PRIOR TO PUBLICATION DAY

**MATERIAL DEADLINE:** TUESDAY 5PM PRIOR TO PUBLICATION DAY

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