



Ad Requirements & Sizes

ADVERTISING REQUIREMENTS:

The *Out Front Colorado* production department is MACINTOSH based. Preferred file format is Adobe Acrobat PDF – a print-ready PDF file with embedded fonts and in CMYK format if color.

Please submit your electronic files in one of the file formats specified below.

Line art and photos must be at least 300 DPI at 100% of the size they are used in the file.

ACCEPTABLE FILE FORMATS FOR AD SUBMISSIONS:

PDF: Print-ready PDF files at 1200 DPI and set for print quality

TIFF/JPEG files: 300 DPI

EPS files: Outline all fonts before saving and sending

Do not send ads or graphics within a Microsoft Word, Microsoft Publisher, WordPerfect or PowerPoint document.

MEDIA:

CD, 100 ZIP, FTP

FTP SITE INFORMATION:

ftp.outfrontcolorado.com

username: out

password: front

(Please note: In the name of the file, do not use any symbols, spaces or hyphens.)

Ads MUST be built to Out Front Colorado's size specifications.

COLOR:

All color artwork must be saved in CMYK format, including all spot colors. Color graphics and images saved as RGB, LAB indexed color or duotones are NOT acceptable because they may not print properly.

QUESTIONS?

Need help? Don't hesitate to call 303-778-7900, ext. 25. Ads may also be produced by *Out Front Colorado* production department at no extra charge, with a two-proof limit.

SHIPPING INSTRUCTIONS:

Attention materials to your advertising representative

Out Front Colorado

827 Grant Street

Denver, CO 80203

Phone: 303-778-7900 Fax: 303-778-7978

Based on print ad frequency

AD SIZES

Full Page:	10 inches wide by 11.25 inches tall
Half Page Vertical:	4.75 inches wide by 11.25 inches tall
Half Page Horizontal:	10 inches wide by 5.5 inches tall
Quarter Page Horizontal:	4.75 inches wide by 5.5 inches tall
Quarter Page Vertical:	2.4 inches wide by 11.25 inches tall
Sixth Page:	4.75 inches wide by 3.55 inches tall
Eighth Page Horizontal:	4.75 inches wide by 2.6 inches tall
Eighth Page Vertical:	2.4 inches wide by 5.5 inches tall