

2022 NEWSPAPER SPECIFICATIONS

Newspaper Advertisement Specs (wxh)

Spread	21.135"	×	13.33"	
Full Page	10"	×	13.33"	
¾ Horizontal	10"	×	10"	
¾ Vertical	7.45"	×	13.33"	(
Junior/Mag	7.45"	×	10"	(
½ Horizontal	10"	×	6.65"	ı
½ Vertical	4.9"	×	13.33"	t
¼ Square	4.9"	×	6.65"	ì
¼ Horizontal	10"	×	3.5"	١
¼ Vertical	2.38"	×	13.33"	(
Front Page Strip	10"	×	1.5"	/
Sticker*	3"	×	3"	č
Print Wrap*	10"	×	11.5"	

Screen Ruling: 85 lines per inch

Photo Images: 250 dpi

Color: CMYK format, no spot colors, black text should be

C=0, M=0, Y=0, K=100

PDF: To meet x1a standard must have embedded fonts, all

transparencies flattened

Reverse Type: No type smaller than 10pt. should be used when reversing type in one single color. When reversing two or more colors, type should be no smaller than 14pt.

All creative must have clearly **legibile advertiser attribution** in the form of a logo or "paid for by" language

Newspaper Deadlines

publication day	space reservation	press-ready creative file
Tuesday	Thursday prior 5:00PM	Friday prior 12:00PM
Wednesday	Friday prior 5:00PM	Monday prior 12:00PM
Thursday	Monday prior 5:00PM	Tuesday prior 12:00PM

submit creative to ADS@POLITICO.COM

1000 Wilson Boulevard, 8th Floor • Arlington, VA • 22209

^{*}Sticker specs are 3"x3" with a 1/8" bleed and 1/8" safe area with a 10 business day deadline

^{*}Please inquire with Account Manager on additional Print Wrap specs