



BROADSHEET DISPLAY AD SPECIFICATIONS		
Bonnie Lake & Sumner Courier-Herald • Enumclaw Courier-Herald • Mercer Island Reporter		
FULL PAGE: 11.5" w X 21" h NOTE: Page heights vary.		
1 column	1.5"	9 picas
2 column	3.1666"	19 picas
3 column	4.8333"	29 picas
4 column	6.5"	39 picas
5 column	8.1666"	49 picas
6 column	9.8333"	59 picas
7 column	11.5"	69 picas
Double Truck	24"	144 picas
Gutter	0.166666667"	1 pica
Mercer Island Skybox		
2 x 2.08	3.1666"	19 picas

DISPLAY ADS – BILLABLE INCHES  
ALL BROADSHEETS BILL at 21.5" for ads that measure above 19" in height. (Maximum layout height is 20 inches.)

ALL TABLOIDS BILL at 13" for ads that measure above 11" in height. (Ad layout height is 12.75" maximum.)

Online Specs	
Button	120 x 90 pixels
Full - Horizontal Banner at top	468 x 60 pixels*
Leaderboard - as Full but Larger	728 x 90 pixels*
Skyscraper - Tall Vertical Banner	120 x 600 pixels*
Rectangle - Lrg Rect Banner	300 x 250 pixels*

\*Ad size availability varies per website.

**Electronic Transfer**

- CD
- E-MAIL
- FTP: [ftp.soundpublishing.com](ftp://ftp.soundpublishing.com)  
user name: client  
password: client  
Please send email with file name.

**ADSEND ACCOUNTS: WABIS • WAFWM • WAMAR • WAOHW • WABEJ**

**ADDIRECT/FASTCHANNEL: PUSA098110001 • NUSA098110003**

TABLOID DISPLAY AD SPECIFICATIONS:		
Arlington Times • Auburn Reporter • Bainbridge Island Review • Bellevue Reporter • Bothell/Kenmore Reporter • Bremerton Patriot • Central Kitsap Reporter • Covington/Maple Valley Reporter Federal Way Mirror • Island's Sounder • Island's Weekly • Issaquah/Sammamish Reporter • Journal of the San Juans • Kent Reporter • Kingston Community News • Kitsap What's Up! • Kirkland Reporter • Marysville Globe • North Kitsap Herald • Northwest Navigators • Port Orchard Independent • Redmond Reporter • Renton Reporter • Snoqualmie Valley Record • South Whidbey Record • Vashon-Maury Island Beachcomber • Whidbey News-Times		
FULL PAGE: 9.8333" w X 12.75" h		
1 column	1.5"	9 picas
2 column	3.1666"	19 picas
3 column	4.8333"	29 picas
4 column	6.5"	39 picas
5 column	8.1666"	49 picas
6 column	9.8333"	59 picas
Double Truck	20.1666"	121 picas
Skybox Sizes, Reporters (booked 2 x 2)		
3 columns x 2.25"	4.8333"	29 picas

SPECIAL SECTIONS "SHORT TAB"		
Announced Sections Only		
FULL PAGE: 9.8333" w X 11.5" h		
1 column	1.5"	9 picas
2 column	3.1666"	19 picas
3 column	4.8333"	29 picas
4 column	6.5"	39 picas
5 column	8.1666"	49 picas
6 column	9.8333"	59 picas

CLASSIFIED	
10-COLUMN	
Bonnie Lake & Sumner Courier-Herald • Enumclaw Courier-Herald • Mercer Island Reporter	
9-COLUMN	
Little Nickel and Nickel Ad Publications	
8-COLUMN	
Arlington Times • Auburn Reporter • Bainbridge Island Review • Bellevue Reporter • Bothell/Kenmore Reporter • Bremerton Patriot • Central Kitsap Reporter • Covington/Maple Valley Reporter • Federal Way Mirror • Island's Sounder • Island's Weekly • Issaquah/Sammamish Reporter • Kent Reporter • Kirkland Reporter • Marysville Globe • North Kitsap Herald • Northwest Navigator • Port Orchard Independent • Redmond Reporter • Renton Reporter • Snoqualmie Valley Record • South Whidbey Record • Vashon-Maury Island Beachcomber • Whidbey News-Times	
1 column	1.078"
2 column	2.236"
3 column	3.394"
4 column	4.552"
5 column	5.71"
6 column	6.868"
7 column	8.026"
8 column (Max. Tabloid width)	9.184"
9 column (Max. Nickel width)	10.342"
10 column (Broadsheet)	11.5"
Gutter	.08"

Business Journal Ad Sizes		
Size	Width	Height
Full Spread	21"	12 3/4"
Full Page	9 3/4"	12 3/4"
3/4 Page	7 1/4"	12 3/4"
Jr. Full Spread	16"	9 1/2"
Junior Full	7 1/4"	9 1/2"
1/2 Page Horiz.	9 3/4"	6 1/4"
1/2 Page Vert.	4 3/4"	12 3/4"
1/3 Page Sq.	7 1/4"	6 1/4"
1/3 Page Vert.	4 3/4"	9 1/2"
1/4 Page Sq.	4 3/4"	6 1/4"
1/4 Page Vert.	2 1/4"	12 3/4"
1/4 Page Horiz.	9 3/4"	3"
1/6 Page Horiz.	7 1/4"	3"
1/6 Page Vert.	2 1/4"	9 1/2"
1/8 Page Sq.	4 3/4"	3"
1/8 Page Vert.	2 1/4"	6 1/4"

Measurement Conversionns	
Fraction to Decimal	
1/16"	.0625
1/8"	.125
3/16"	.1875
1/4"	.25
5/16"	.3125
3/8"	.375
7/16"	.4375
1/2"	.5
9/16"	.5625
5/8"	.625
11/16"	.6875
3/4"	.75
13/16"	.8125
7/8"	.875
15/16"	.9375
16/16"	1.000
POINT to Decimal Pica	
1/12	.0833p
2/12	.1667p
3/12	.25p
4/12	.333p
5/12	.4167p
6/12	.5p
7/12	.583p
8/12	.6667p
9/12	.75p
10/12	.833p
11/12	.9167p
12/12	1.000p
PICA to Decimal Inch	
1/6 pica	.167"
2/6 pica	.333"
3/6 pica	.500"
4/6 pica	.667"
5/6 pica	.833"
6/6 pica	1.00"

# Electronic Media Guide

**PRESS OPTIMIZED PDF IS PREFERRED FILE TYPE**

ACCEPTABLE FILES	
<b>PDF</b>	Only [Press] PDF files are accepted. Adobe CS or Acrobat Distiller are the only applications that can produce a [Press] PDF file. If your file is built with a non-Adobe application, and you do not have access to Adobe Acrobat, please refer to the "Create Adobe PDF Online" service. <a href="http://createpdf.adobe.com/">http://createpdf.adobe.com/</a>
<b>VECTOR LINE ART EPS</b>	(i.e. Illustrator/Freehand) all fonts must be converted to outlines (paths) and all placed art linked and embedded.
<b>ADOBE INDESIGN</b>	Export file as a [Press] PDF file.
<b>QUARK XPRESS</b>	[Press] pdf file only.
<b>PAGEMAKER</b>	Files will be opened and converted to an Adobe InDesign file.
UNACCEPTABLE FILES	
• Microsoft Publisher	• CMYK mode ads cannot run as spot color
• Microsoft Word	• BW scheduled ads must have all grayscale art (not rgb or cmyk) and not with built black. Please check with PDF output preview.
ARTWORK (for us to build ads)	
<b>PDF, JPG, TIF, EPS, PSD</b>	Photographs: BW & Color = 180 dpi • Gloss = 300 dpi
	Line Art: 300 dpi black & white, no grayscale
	Color art must be RGB or CMYK
	<b>NO LOW RESOLUTION WEB GRAPHICS PLEASE</b>
TEXT (for us to build ads)	
	Text files should be saved as plain text (TXT) files. Rich text (RTF) and simple Microsoft Word files may also be accepted. Text may also be pasted into an e-mail.
	Graphics placed into a text file cannot be used.
	<b>NO publisher files.</b>