

# Ad Specifications & Mechanics

*African American News&Issues* is published every Wednesday. The publication is tabloid-sized with 5-column editorial pages (ROP) with a 6-column MarketPlace Section for classified style ads. The ROP columns are 1.8125" wide and the MarketPlace columns are 1.531" wide. The Live Image Area is 9.8125" X 15.5" with an Actual Page Size of 10.75" X 17".

AANI uses state-of-the-art equipment and software applications. Our news and production staff uses the Macintosh G-5 computers and Adobe CreativeSuite2 Premium for page layout, ad design and photo editing.

Our sales and production staff will be very happy to assist you with any ad development or delivery problems you may have or to offer our insight as to the most effective advertising for targeted African American marketing.

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## Production and Design Requirements

### Production Requirements

- PDF X1 with embedded fonts; subset below 100%
  - Ads must be built to exact size specifications
- Client provides all files, images and fonts for ad
  - Line Screen; 100 lines per inch
  - Color: CMYK (RGB will be converted)
- Ad depths increase in 1/4 (.25) inch increments

### Design/Delivery Applications

Design using Macintosh Platform for Adobe (InDesign, PageMaker, Photoshop or Illustrator)

PC applications should be converted to EPS that is editable by Mac, if that option is available.

**It is preferred that all design programs be converted and delivered as PDF files.**

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## Ad Submission Information

### Acceptable Transmission Methods

PDF by Email (preferred)  
Mac formatted Zip or CD disks

**Ad Send ID: TXHAA**

### EMAIL Addresses

Sales/Insertion Orders: [sales@afamnews.com](mailto:sales@afamnews.com)  
Camera Ready Ad/Art: [prod@afamnews.com](mailto:prod@afamnews.com)

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## Advertising Deadlines

### ROP INSERTION ORDER

5 PM Wednesday  
(7 days prior to publication)

### MARKETPLACE INSERTION ORDER

5 PM Tuesday  
(8 days prior to publication)

### ROP ARTWORK DROP-DEAD FINAL

12 NOON Friday  
(5 days prior to publication)

### MARKETPLACE DROP-DEAD FINAL

12 NOON Wednesday  
(7 days prior to publication)

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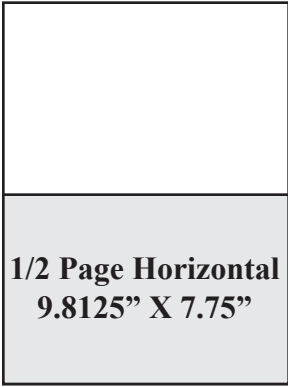
## Contact Information

6130 Wheatley • Houston, Texas 77091  
**Phone:** 713-692-1892 • **FAX:** 713-692-1183

General Info/Press Releases: [news@afamnews.com](mailto:news@afamnews.com)  
Sales & Insertion Orders: [sales@afamnews.com](mailto:sales@afamnews.com)

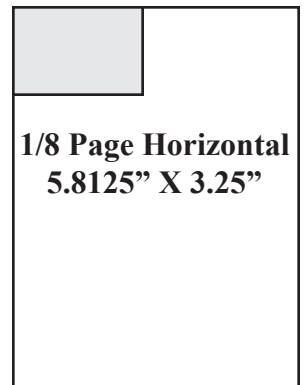
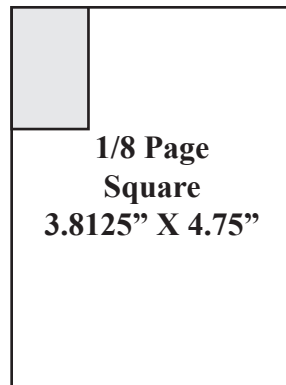
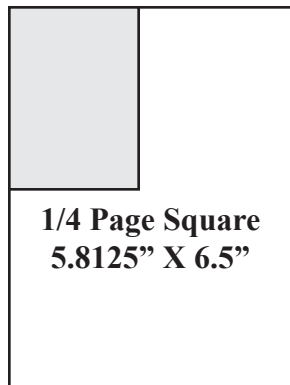
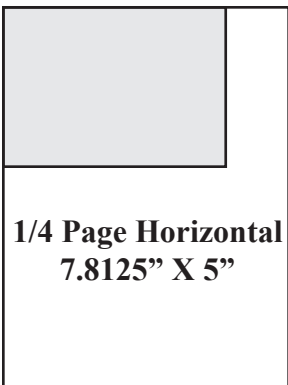
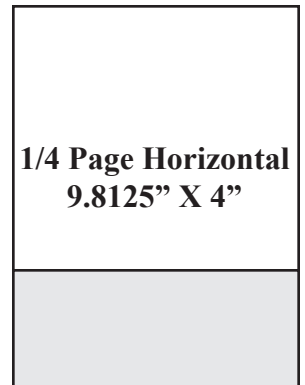
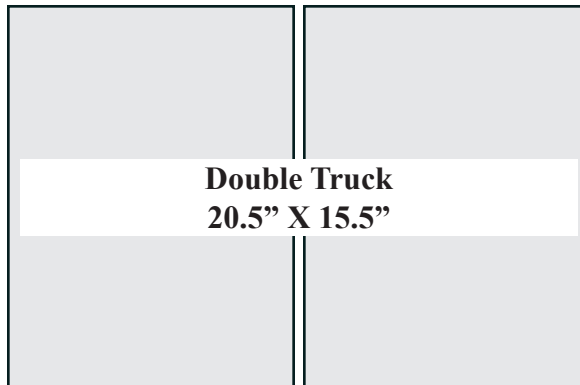
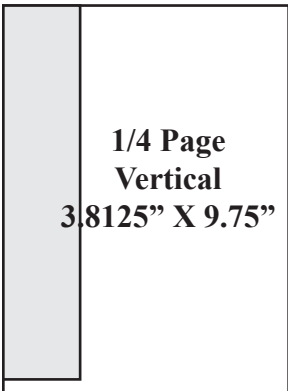
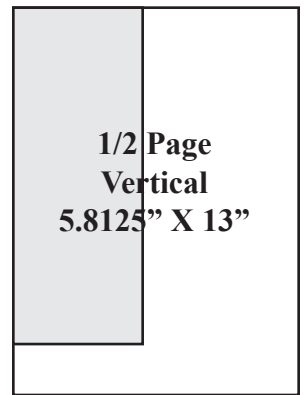
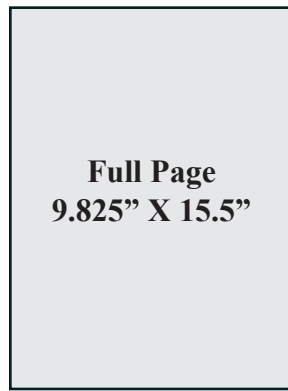
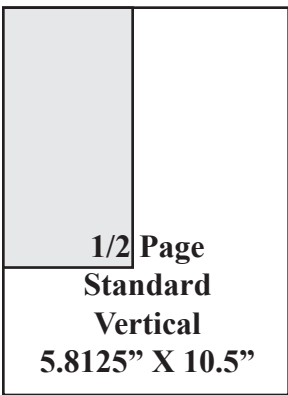
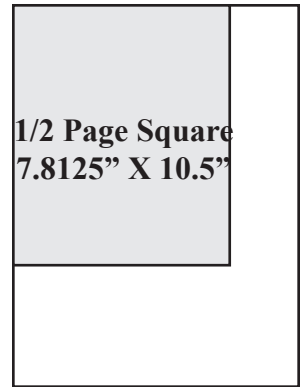
**Website:** [www.afamnews.com](http://www.afamnews.com)

# 5 Column ROP Ad Sizes & Layouts

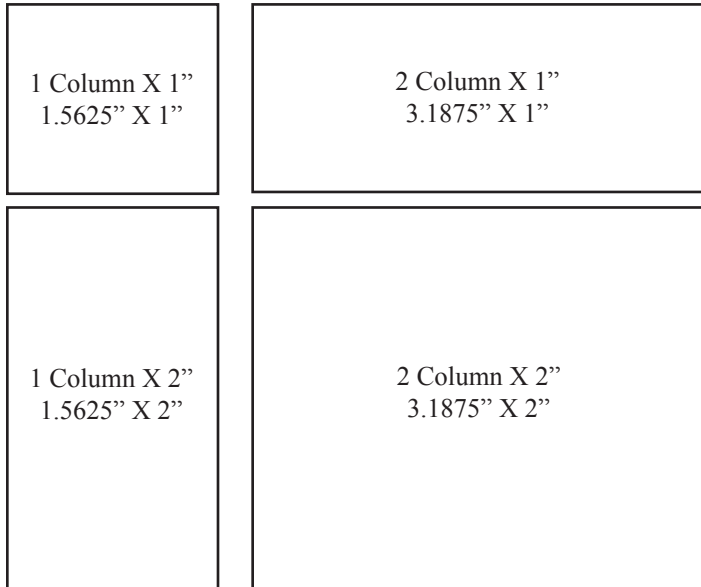


**5 Column ROP Widths**

Columns	Inches	Decimal
1	1-13/16	1.8125
2	3-13/16	3.8125
3	5-13/16	5.8125
4	7-13/16	7.8125
5	9-13/16	9.8125



# 6 Column Marketplace Ad Sizes & Layouts\*



## 6 Column Marketplace Widths

Columns	Inches	Decimal
1	1-17/32	1.5310
2	3-3/16	3.1875
3	4-27/32	4.8420
4	6-1/2	6.4980
5	8-5/32	8.1540
6	9-13/16	9.8125

