

Laredo Morning Times



BASIC SPECIFICATIONS FOR ADVERTISEMENTS

The Laredo Morning Times provides a full range of print and online advertising design and build services. However, if you chose to build your own advertisement, please follow these general guidelines:

ACCEPTABLE FILE FORMATS:

- For print advertisements, we accept PDF, EPS, TIFF and high quality JPG files.
- For digital advertising, we accept JPG, GIF and PNG files.

COLOR FORMATS:

- All digital advertisements must be in RGB.
- All print ads must be in CMYK if in color and Grayscale if in Black & White. Please DO NOT submit print ads in RGB.
- For Newspaper print (if in color) all black elements and text must be in **1-Color Black**.

1 Color Black:
Cyan - 0%
Magenta - 0%
Yellow - 0%
Black - 100%

ACCEPTABLE IMAGE RESOLUTION:

Digital advertising must be at **72 DPI**.
Newspaper print must be at **150 DPI**.
Glossy magazine print must be at **300 DPI**.

CAMERA-READY ADVERTISEMENTS:

Do not request changes to submitted advertisement files. They are intended to be production-ready and are to be treated as camera-ready. If you require a change to an advertisement file that you have created — you must make change in your native application and re-create and re-submit the advertisement file before camera-ready deadline.

Please contact your sales representative with any further questions you may have, or please contact the LMT Creative Services Department.

JOSH GONZALEZ

Laredo Morning Times
Creative Services Director
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Advertising Sizes

LAREDO MORNING TIMES BROADSHEET:

MODULAR SIZE	AD SIZE
Full Page	9.944"W X 20.75"H
Double Truck	21"W X 20.75"H
Half Page Vertical	4.903"W X 20.75"H
Half Page Horizontal	9.944"W X 10.5"H
Quarter Page Vert.	4.903"W X 10.5"H
Quarter Page Hor.	9.944"W X 5"H
Eighth of a Page	4.903"W X 5"H

LAREDO MORNING TIMES TABLOID:

MODULAR SIZE	AD SIZE
Full Page	9.944"W X 9.75"H
Half Page Vertical	4.903"W X 9.75"H
Half Page Horizontal	9.944"W X 4.75"H
Quarter Page	4.903"W X 4.75"H

LAREDO MORNING TIMES RETAIL COLUMN WIDTHS:

	INCHES	PICAS
1 Column	1.542"	9.25p
2 Columns	3.222"	19.33p
3 Columns	4.903"	29.42p
4 Columns	6.583"	39.50p
5 Columns	8.264"	49.58p
6 Columns	9.944"	59.66p

LAREDO MORNING TIMES CLASSIFIED COLUMN WIDTHS:

	INCHES	PICAS
1 Column	0.994"	5.96p
2 Columns	2.113"	12.68p
3 Columns	3.231"	19.39p
4 Columns	4.350"	26.10p
5 Columns	5.469"	32.81p
6 Columns	6.588"	39.53p
7 Columns	7.706"	46.24p
8 Columns	8.825"	52.95p
9 Columns	9.944"	59.66p

GLOSSY MAGAZINE AD SIZES:

MODULAR SIZE	AD SIZE
Quarter Page	3.85"W X 5.1"H
Half Page Vertical	3.85"W X 10.375"H
Half Page Horizontal	7.875"W X 5.1"H
Full Page No Bleed	7.875"W X 10.375"H
Full Page w/Bleed	8.875"W X 11.375"H

DIGITAL ADVERTISEMENT SIZES:

MODULAR SIZE	PIXELS
Banner	728W X 90H
Tile	300W X 250H
Mobile Tile	320W X 50H
Pencil	970W X 30H
Billboard	970W X 400H