

Advertising Specifications



1625 Bethel Rd. • Columbus, Ohio 43220
614-273-0465 • ocjstaff@ocj.com
www.ocj.com

Dimension Requirements (Live Area)

Mechanical Requirements

Full Page	9.75" W x 11.5" H	1/8 Page horizontal	4.75" W x 2.8125" H
Jr. Page	7.25" W x 10" H	1/8 Page vertical	2.25" W x 5.875" H
1/2 Page horizontal	9.75" W x 5.875" H	Strip	9.75" W x 2.8125" H
1/2 Page vertical	4.75" W x 11.5" H	Trim Size	10.75" W x 12.75" H
1/4 Page	4.75" W x 5.875" H	Front Cover Strip	7.5" W x 3.0" H

Bleeds: We do not accept bleeds in our regular issues. Call about using them in our special directories.

Software Requirements

PDF Files

We only accept PDF files.

- PDF files must be the correct dimensions.
- PDF files have to be submitted ready to print. No changes can be made by OCJ staff.
- PDF files must be created in the proper manner.
— All fonts and graphics must be embedded.

E-mail submissions

ocjstaff@ocj.com

If you are compressing a file, it must be able to be extracted from Stuffit Expander or be self-extracting.

Call us about using our FTP site if your files are too large to e-mail (Over 10 MB).

Questions?

Call 614-273-0465 ext. 209.

Web ads

Mechanical Requirements

Little Banner Ad- 468 pixels W x 60 pixels H

Sidebar Ad- 300 pixels W x 250 pixels H

Skyscraper Ad- 160 pixels W x 600 pixels H

Market Box 1- 180 pixels W x 150 pixels H

Market Box 2- 180 pixels W x 150 pixels H

Leaderboard Ad - 728 pixels W x 90 pixels H

Software Requirements

JPG, JPEG, GIF, PNG, SWF AND FLV

e-Newsletter Digital Dale

Mechanical Requirements

Banner Ad- 600 pixels W x 80 pixels H

Little Banner Ad- 468 pixels W x 60 pixels H

Sidebar Ad- 140 pixels W x 180 pixels H

Software Requirements

JPG Files & GIF Files

Web and Digital Dale ads: For Flash components, ActionScript 2 files are supported in the following environments: Flash 8, Flash 9, and Flash 10 (Adobe CS5 and CS6). ActionScript 3 files are supported in Flash 9 and Flash 10 (Adobe CS5, CS5.5, and CS6). Flash ads require clickTAG parameter.

Web/Digital Dale Copy Deadlines

- All copy for creative our staff produces must be submitted 5 business days before the ad is to appear either on our website or in Digital Dale.
- All copy for completed ads which need no design work or revisions by our staff are due 3 days before the ad is to appear either on our website or in Digital Dale.