

# Advertising Specifications



1625 Bethel Rd. • Columbus, Ohio 43220  
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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

Mobile Banner - 320 pixels W x 50 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.