

MECHANICAL SPECIFICATIONS

Ad creation

WE DO THE WORK FOR YOU

The Roanoke Times/roanoke.com has an award-winning in-house design staff who can create your print or online ad at no extra cost. Want to use the most fashionable and persuasive colors? What size and number of photos should you use? How much copy is right for your ad? Your account executive can arrange for a member of our design staff to answer all your questions.

AD SPECIFICATIONS

Of course, you can create your own ad or have it created by an outside agency. Here are the format and size guidelines to follow.

RETAIL AD SPECIFICATIONS			
Broadsheet Page Size	Tabloid Page Size	Column width	Inches
<p>Full-page 6 col. (11 in.) x 20.5 in.</p> <p>Full Double-Truck 12 1/4 col.* (23.5 in.) x 20.5 in. Billed as 261.375 in.</p> <p>Scotch Double-Truck 10 1/4 col.* (19.61 in.) x 20.5 in. Billed as 220.375 in.</p> <ul style="list-style-type: none"> • Ads can be any column width and any depth. • Ads more than 18 inches deep will be charged full depth of 20.5 in. • Facing ads measuring 10 columns of total space will be butted to the gutter upon request. 	<p>Full-page 5 col. (9.13 in.) x 11 in.</p> <p>Double-Truck 10 3/4 col. (19.27 in.) x 11 in. Billed at 118.25 in.</p> <ul style="list-style-type: none"> • Tabloid ad sizes apply to The Botetourt View, SWoCO, So Salem, New River Valley Current, Laker Weekly and special advertising sections. • Ads can be any column width from 1 to 5 columns, but may only be 3, 5, 7, 9, or 11 in. deep. 	1 col.	1.69
		2 col.	3.55
		3 col.	5.41
		4 col.	7.27
		5 col.	9.13
		6 col. (not Tab)	11
		<p>Ads are sized according to column width and depth.</p> <p>Ads should be prepared for offset reproduction; 100-line screen recommended.</p> <p>Note: There is a retail column width ruler on the inside front cover of this book.</p>	
<p>* Double-trucks are charged 3/4 column for the gutter in tab sections and 1/4 column in ROP sections.</p>			

BUSINESS SECTION

Space in the Business section, which publishes Tuesday through Sunday, is limited and ad sizes are as follows:

- up to 3 columns wide
- up to 10 inches long