



ADVERTISING SPECS

Effective Jan 1, 2025

THE
ADVOCATE

The Times-Picayune



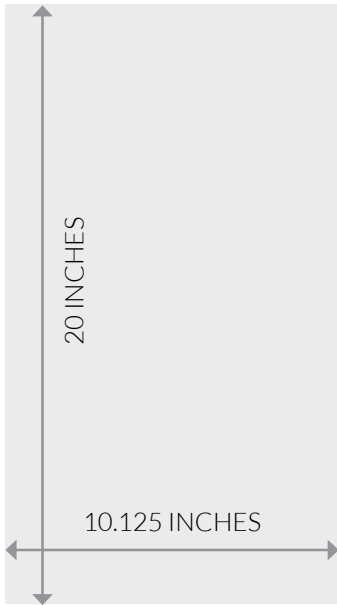
THE ACADIANA
ADVOCATE

gambit

SHREVEPORT-BOSSTON CITY
ADVOCATE

The PEARL

ad sizes - broadsheet



DISPLAY & CLASSIFIED

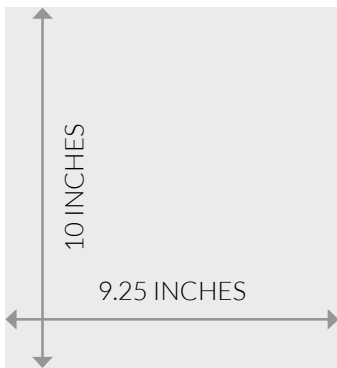
1 column.....	1.583"
2 column.....	3.291"
3 column.....	5.000"
4 column.....	6.708"
5 column.....	8.416"
6 column.....	10.125"
Double Truck.....	21.125"

LEGAL CLASSIFIED

1 column.....	1.013"
2 column.....	2.152"
3 column.....	3.291"
4 column.....	4.430"
5 column.....	5.569"
6 column.....	6.708"
7 column.....	7.847"
8 column.....	8.986"
9 column.....	10.125"

TABLOID CLASSIFIED - 7 COLUMNS

tabloid

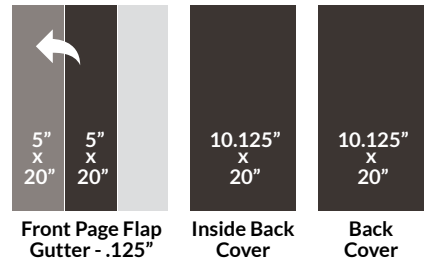


INSIDE OUT

1 column.....	1.75"
2 column.....	3.625"
3 column.....	5.5"
4 column.....	7.375"
5 column.....	9.25"

special products

Spadea..... **2 Files @ 10.125" x 20"**
**2 Files @ 5" x 20"**



Front Page Strip Ad.....**10.125" x 3"**

Front Page Ad Note (Bleed) **3.25" x 2.63"**

Front Page Ad Note (Trim) **3" x 2.38"**

Front Page Ad Note (Live) **2.75" x 2.13"**

Skybox Ad**3.291" x 1.50"**

Overline Ad.....**10.125" x 2"**

mechanical specs - print

For ads to be built, image file formats accepted for ad materials include: JPEG, PNG, TIF, EPS, AI. Please provide high resolution images. Images pulled from the internet or a Google image search will reproduce poorly in most cases. For ad copy, we accept Microsoft Office documents.

For camera-ready ads, the preferred file format is a press-ready PDF or EPS file with fonts converted to outlines and raster images in CMYK color format.

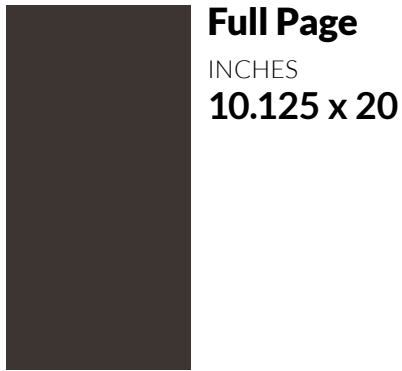
LINE SCREEN	DPI	TOTAL INK LIMIT
100	200	240

preprint inserts

Sizes available

- 10.5" x 12"**
- 8.5" x 11"**
- 5.5" x 11"**
- 8.5" x 7"**

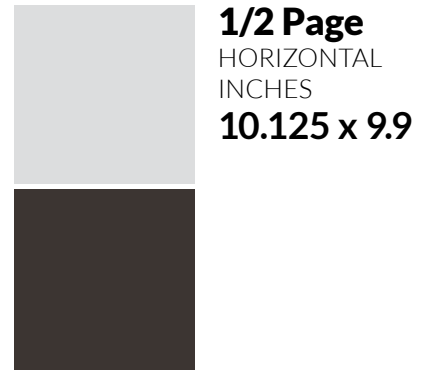
ad sizes - broadsheet



Full Page
INCHES
10.125 x 20



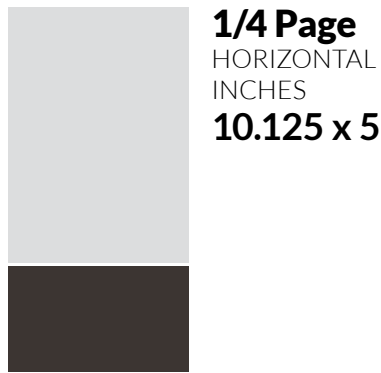
1/2 Page
VERTICAL
INCHES
5 x 20



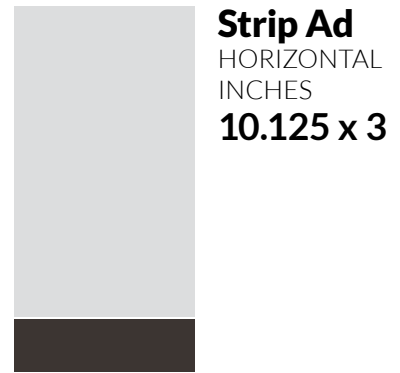
1/2 Page
HORIZONTAL
INCHES
10.125 x 9.9



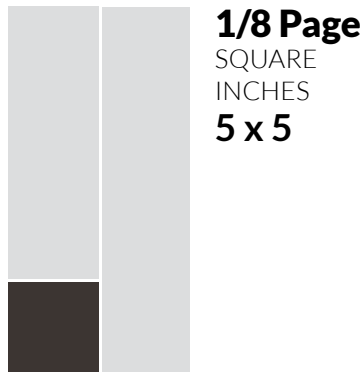
1/4 Page
VERTICAL
INCHES
5 x 9.9



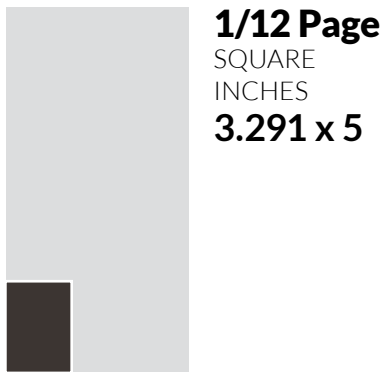
1/4 Page
HORIZONTAL
INCHES
10.125 x 5



Strip Ad
HORIZONTAL
INCHES
10.125 x 3



1/8 Page
SQUARE
INCHES
5 x 5

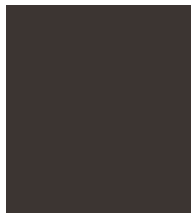


1/12 Page
SQUARE
INCHES
3.291 x 5

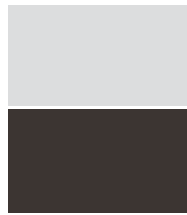


Center Spread
DOUBLE TRUCK
(WITH FOLIOS)
INCHES
21.125 x 20

ad sizes - InsideOut - 5 column tab



Full Page
INCHES
9.25 x 10



1/2 Page
VERTICAL
INCHES
9.25 x 5



1/4 Page
VERTICAL
INCHES
3.625 x 6.5



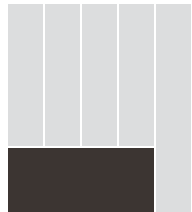
1/4 Page
HORIZONTAL
INCHES
5.5 x 4.25



2 col x 3
HORIZONTAL
INCHES
3.625 x 3



2 col x 6
VERTICAL
INCHES
3.625 x 6



4 col x 3
HORIZONTAL
INCHES
7.375 x 3



2 col x 10
VERTICAL
INCHES
3.625 x 10



THE
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The Times-Picayune



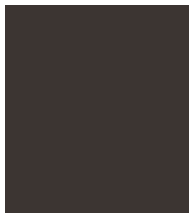
THE ACADIANA
ADVOCATE

gambit

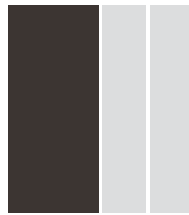
THE SHREVEPORT-BOSSIER CITY
ADVOCATE

THE PEARL


ad sizes - Gambit / Lagniappe / The Pearl



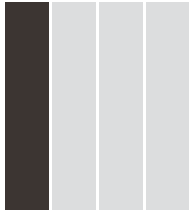
Full Page
INCHES
9.221 x 9.999



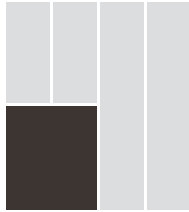
1/2 Page
VERTICAL
INCHES
4.551 x 9.999




1/2 Page
HORIZONTAL
INCHES
9.221 x 4.937



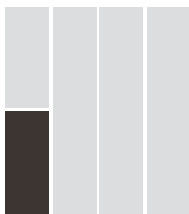
1/4 Page
VERTICAL
INCHES
2.216 x 9.999



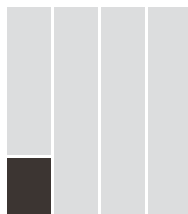
1/4 Page
SQUARE
INCHES
4.551 x 4.937



1/8 Page
HORIZONTAL
INCHES
4.551 x 2.406



1/8 Page
VERTICAL
INCHES
2.216 x 4.937



1/16 Page
SQUARE
INCHES
2.216 x 2.406



+ GUTTER SPACE

Center Spread
DOUBLE TRUCK
INCHES
19.5 x 9.999



print specifications - color settings

downloading ink settings

1. Visit: https://www.theadvocate.com/site/ink_settings_advocate.html (link is clickable here)
2. Download the custom ink settings for all our newsprint publications (.csf file) to your desktop or a folder for later use.
3. (Adobe Software) In the top menu bar, click **Edit > Color Settings** (steps are the same for Photoshop and InDesign).
4. Click load and navigate to the location of your file and click open; then click OK.
5. Click **Edit > Assign Profile**.
6. In **Photoshop**: choose the middle option for "**Working CMYK: GambitInkSettings**"; click OK.
7. In **InDesign**: choose the middle option for RGB Profile "Assign current working space: sRGB IEC61966-2.1" for CMYK Profile choose "**Assign current working space: GambitInkSettings**." Click OK.
8. Create a new file using the file sizes provided.
9. Design your ad.

things to keep in mind while designing

1. **Only CMYK or Grayscale color range files are accepted** - (Pantone, Spot and RGB will be converted accordingly)
2. **No rich black for text** - For black text, only use 100% black (no rich black)
3. **All text is at least 8 points in size** - If your text is not 100% black and is on top of any color but white (referred to as knock-out text), it must be at least 12 points and bold without any thin strokes or serifs. Avoid any ornate script fonts especially in knock-out situations.
4. **Your files are flattened** - Make sure when placing logos and images used are flattened files. Do not place layered logos or images. Design your ad.

exporting your ad

1. Be sure to **name your files clearly** including the client name and date:
- **Good: HarrysShop_6-13-15.pdf**
- **Bad: 0942523AXD-Advocate.pdf**
2. **If your ad was made in Photoshop only** - save the document as a .psd, then flatten it, then save it as a Photoshop PDF (make sure "**Embedded Color Profile: GambitInkSettings**" is checked at the bottom). Don't overwrite your original layered file. Saving it as a different file will keep your original file unflattened in case more changes need to be made. High quality photoshop JPEGs are also accepted.
3. **If your ad was made in both Photoshop and InDesign** - Save your photoshop documents, relink any files in InDesign. Make sure text is 100% Black with no other colors, convert text to outlines and export using File > Adobe PDF Presets > [PDF/X-1a:2001]... and submit your ad. (Remember to un-outline your font before you save your file so the text will still be editable if there are any typos.)

THE
ADVOCATE

The Times-Picayune

nola

THE ACADIANA
ADVOCATE

gambit

SHREVEPORT-BOSSIER CITY
ADVOCATE

THE PEARL

deadlines - print

EFFECTIVE
JANUARY 1, 2025

PUBLICATION

Monday Daily
BR, NO, ACA Classified

SPACE RESERVATION

Thursday @ 5 pm
Thursday @ 3 pm

CREATIVE MATERIALS

Friday @ noon
Friday @ noon

AD RELEASE

Friday @ 5 pm
Friday @ 5 pm

Tuesday Daily
BR, ACA Classified
NO Classified

Friday @ 5 pm
Friday @ 5 pm
Friday @ 5 pm

Monday @ noon
Friday @ 5 pm
Friday @ 5 pm

Mon @ 5 pm
Mon @ 5 pm
Mon @ 5 pm

Wednesday Daily
BR, ACA Classified
NO Classified
Living BR
Living NO
Living ACA

Monday @ 5 pm
Friday @ 3 pm
Friday @ 3 pm
Friday @ 5 pm
Friday @ 5 pm
Friday @ 5 pm

Tuesday @ noon
Monday @ noon
Monday @ noon
Monday @ noon
Monday @ noon
Monday @ noon

Tuesday @ 5 pm
Monday @ 5 pm
Monday @ 5 pm
Monday @ 5 pm
Monday @ 5 pm
Monday @ 5 pm

Thursday Daily
BR, ACA Classified
NO Classified
Lagniappe
Living BR
Living NO
Living ACA

Tuesday @ 5 pm
Monday @ 3 pm
Monday @ 3 pm
Monday @ 11 am
Monday @ 5 pm
Monday @ 5 pm
Monday @ 5 pm

Wednesday @ noon
Tuesday @ noon
Tuesday @ noon
Tuesday @ 10 am
Tuesday @ noon
Tuesday @ noon
Tuesday @ noon

Wednesday @ 5 pm
Tues @ 5 pm
Tues @ 5 pm
Tues @ 3 pm
Tues @ 5 pm
Tues @ 5 pm
Tues @ 5 pm

Friday Daily
BR, ACA Classified
NO Classified
Living BR
Living NO
Living ACA

Wednesday @ 5 pm
Monday @ 3 pm
Monday @ 3 pm
Monday @ noon
Monday @ noon
Monday @ noon

Thursday @ noon
Tuesday @ noon
Tuesday @ noon
Tuesday @ noon
Tuesday @ noon
Tuesday @ noon

Thursday @ 5 pm
Tuesday @ 5 pm
Tuesday @ 5 pm
Tuesday @ 5 pm
Tuesday @ 5 pm
Tuesday @ 5 pm

Saturday Daily
BR, ACA Classified
NO Classified
Living BR
Inside/Out NO
Living ACA

Thursday @ 5 pm
Wednesday @ 3 pm
Wednesday @ 3 pm
Wednesday @ 3 pm
Wednesday @ 3 pm
Wednesday @ 3 pm

Friday @ noon
Thursday @ noon
Thursday @ noon
Thursday @ noon
Thursday @ noon
Thursday @ noon

Friday @ 5 pm
Thursday @ 5 pm
Thursday @ 5 pm
Thursday @ 5 pm
Thursday @ 5 pm
Thursday @ 5 pm

Sunday Daily
BR, ACA Classifieds, Homes
NO Classifieds, Homes
Living & Business and Pre-Run A
Baton Rouge Spotlight - Select Distribution

Wednesday @ 5 pm
Wednesday @ 3 pm
Wednesday @ 3 pm
Wednesday @ 5 pm
Friday @ noon

Friday @ noon
Thursday @ noon
Thursday @ noon
Thursday @ noon
Monday @ noon

Friday @ 4 pm
Thursday @ 5 pm
Thursday @ 5 pm
Thursday @ 5 pm
Monday @ 5 pm

Weekly Newspapers (NOLA & BR Wed)
New Orleans
Baton Rouge - Southeast, Southside, Mid City
Baton Rouge - Livingston, Ascension
Baton Rouge - Zachary Plainsman, St. Francisville
Democrat, Clinton Watchman)

Thursday @ 2 pm
Monday @ 2 pm
Thursday @ 2 pm
Thursday @ 2 pm

Friday @ noon
Tuesday @ noon
Friday @ noon
Friday @ 5 pm

Friday @ 5 pm
Tuesday @ 5 pm
Friday @ 5 pm
Monday @ 5 pm

Gambit

Monday @ 5 pm

Wednesday @ 5 pm

Thursday @ 5 pm

The Creative Materials deadline is for both camera ready ads or ad materials for ads to be built by our creative team to be received by.

THE ADVOCATE

The Times-Picayune

nola

THE ACADIANA ADVOCATE

gambit

THE SHREVEPORT-BOSSIER CITY ADVOCATE

THE PEARL

preprints - packaging requirements

1. **SUPPLEMENT SIZE** - Preprinted supplements must be at least 5" x 7" and not larger than 10.5" x 12"
2. **PAPER WEIGHT** - Minimum 30 lb. stock - Tabloid; Minimum 60 lb. stock - Single Sheet
3. **SKIDS** - Skids must be solid base with solid runners. Skid top should be wood and must conform in size to skid base. Deck must be covered in cardboard before loading to prevent curling. Shrink-wrapped skids must have protective corners to prevent crimping.
4. **STACKING** - Supplements must be brick stacked in convenient lifts (6" - 12") well jogged with no turns. Supplements should be stacked so that most folded edges are turned toward the center of the skid. Cardboard tie sheets must be used between each tier and on top to prevent distortion. Supplements must be recessed a minimum of 1/2" from the skid edge (all sides) to prevent crimping. DO NOT tie supplements together in bundles. Skids must not exceed 5 1/2 feet in height, must contain the same number of copies (except for the last), and must contain a skid tag indicating product and number of copies.
5. **DELIVERY** - The shipping and receiving dock hours are 7:00 a.m. to 2:00 p.m., Monday through Friday. Deliveries cannot be accepted outside of those times. The Times-Picayune, Baton Rouge Advocate and Acadiana Advocate daily and Sunday paper deadline is 11 business days prior to run date. Baton Rouge community papers (Zachary Plainsman, Mid-City, Southside, Southeast, Ascension and Livingston-Tangipahoa), New Orleans community papers (Crescent City, West Bank, East Jefferson and St. Tammany) are 9 business days prior. All inserts should be broken out and labeled according to edition. Earlier deadlines apply for holidays. Contact your sales representative for details. A proper bill of lading must accompany all shipments and should indicate (1) Advertiser, (2) # of skids and (3) # of copies. Supplements must be shipped prepaid to:

The Advocate

10715 Rieger Road, Baton Rouge, LA 70809

Phone: 225-377-7065 or 225-377-7063

Earlier deadlines apply for holidays. Call for details.

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ADVOCATE

The Times-Picayune

nola

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ADVOCATE

gambit

THE SHREVEPORT-BOSSIER CITY
ADVOCATE

THE PEARL

digital specifications

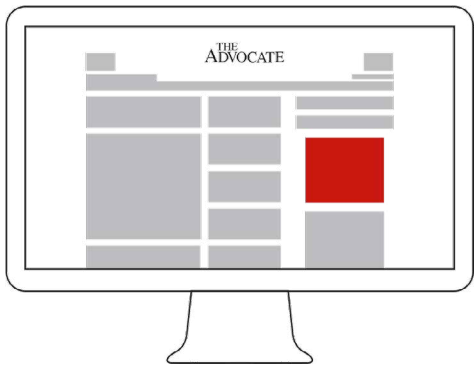


LEADERBOARD (desktop only)

728 × 90 pixels

- Animated or Static
- File size under 100 KB
- Accepted file format: jpg, png, gif
- Third-party ad tags are accepted

[CLICK HERE FOR EXAMPLE](#)

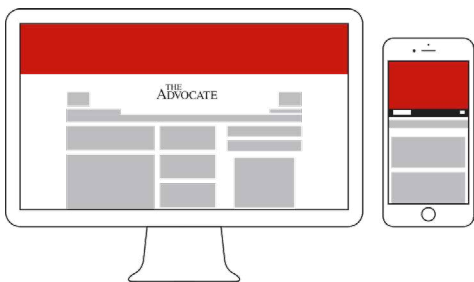


RECTANGLE

300 × 250 pixels

- Animated or Static
- File size under 100 KB
- Accepted file format: jpg, png, gif
- Third-party ad tags are accepted

[CLICK HERE FOR EXAMPLE](#)



REVEAL DESKTOP

1920 × 600 pixels

- Animated, video (optional) or static
- Max File size: 150k
- Can include up to three images
- File format: jpg, png, YouTube
- Max video length: 15–30 seconds
- Max of one video
- Max of one URL clickthrough
- Third-party ad tags not accepted

MOBILE

640 × 360 pixels

- Static only
- Max File size: 80k
- File format: jpg, png
- Third-party ad tags not accepted

[CLICK HERE FOR EXAMPLE](#)

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ADVOCATE

THE PEARL

digital specifications



SUPER BILLBOARD DESKTOP

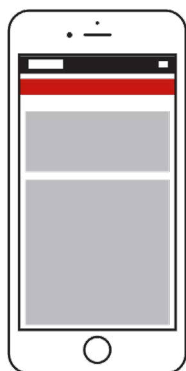
970 x 250 pixels

- Static
- File size under 100 KB
- Accepted file formats: jpg, png
- Third-party ad tags not accepted

MOBILE

320 x 100 pixels

- Static
- File size under 40 KB
- Accepted file formats: jpg, png
- Third-party ad tags not accepted



MOBILE BANNER

320 x 50

- Animated or Static
- File size under 100 KB
- Accepted file format: jpg, png, gif
- Third-party ad tags are accepted

[CLICK HERE FOR EXAMPLE](#)

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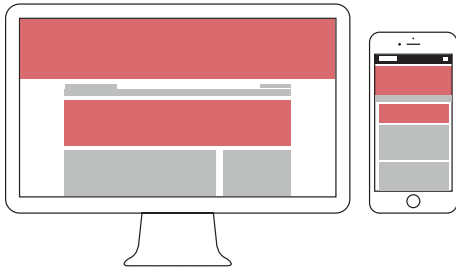
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SHREVEPORT-BOSSIER CITY
ADVOCATE

THE PEARL

digital specifications



TAKEOVER REVEAL & SUPER BILLBOARD

1920 x 600 and 970 x 250 pixels

- Static
- File size under 100 KB
- Accepted file formats: jpg, png
- Third-party ad tags not accepted

MOBILE

640 x 360 and 320 x 100 pixels

- Static
- File size under 40 KB
- Accepted file formats: jpg, png
- Third-party ad tags not accepted

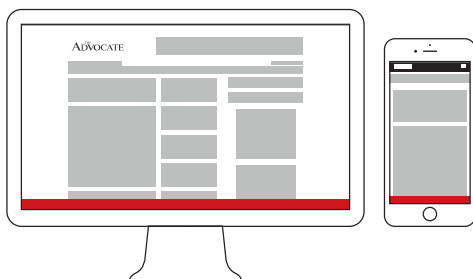


EXPANDABLE VIDEO (desktop only)

300 x 250 pixels expands to 600 x 250 pixels

- Need static 300x250 (JPG or PNG) - File size under 100 KB
- Need original video file
- Need logo
- Need Clickthrough URL
- Need URLs for Social Media Channels (Optional)
- Third-party ad tags not accepted

[CLICK HERE FOR EXAMPLE](#)



BOTTOM BAR DESKTOP

1170 x 50 pixels

- Static
- File size under 100 KB
- Accepted file formats: jpg, png
- Third-party ad tags not accepted

MOBILE

480 x 50 pixels

- Static
- File size under 40 KB
- Accepted file formats: jpg, png
- Third-party ad tags not accepted

[CLICK HERE FOR EXAMPLE](#)

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out-of-home specifications

ALL DIMENSIONS IN PIXELS

PLEASE CONTACT YOUR SALES REPRESENTATIVE ON VIDEO OPTIONS

Educational Institutions

- 1080x1920
- 1280x720
- 1920x1080

Bars

- 1080x1920
- 1280x720
- 1366x768
- 1920x1080
- 720x480

Casual Dining Venues

- 1080x1920
- 1280x720
- 1366x768
- 1920x1080
- 720x480

Golf Carts

- 640x360

Hotels

- 1920x1080

Movie Theaters

- 1080x1920

Entertainment - Recreational

- 1366x768
- 720x480

Entertainment - Sports

- 1080x1920
- 1920x1080

Entertainment - Sports

- 1080x1920
- 1920x1080

Outdoor Billboards

- 1400 x 400
- 1920 x 1080
- 256 x 192
- 320 x 144
- 320 x 160
- 336 x 128
- 336 x 160
- 368 x 176
- 384 x 144
- 384 x 216
- 400 x 160
- 414 x 198
- 432 x 144
- 464 x 144
- 480 x 112
- 480 x 216
- 496 x 160
- 528 x 144
- 528 x 160
- 544 x 144
- 544 x 160
- 560 x 144
- 576 x 216
- 612 x 162
- 624 x 176
- 630 x 162
- 630 x 180
- 640 x 180
- 640 x 192
- 660 x 180
- 704 x 192
- 720 x 208
- 752 x 208
- 760 x 180
- 840 x 400

out-of-home specifications

ALL DIMENSIONS IN PIXELS

PLEASE CONTACT YOUR SALES REPRESENTATIVE ON VIDEO OPTIONS

Outdoor Billboards - Highway

- 1000 x 625
- 1400 x 400
- 1600 x 400
- 840 x 400

Outdoor Billboards - Spectacular

- 1920x1080

Point of Care - Doctors' Offices

- 1080x1920
- 1280x720
- 1360x768
- 1366x768
- 1920x1080

Point of Care - Hospital

- 1920x1080

Point of Care - Veterinary Office

- 1280x720
- 1360x768
- 1920x1080

Retail

- 1280x720
- 1920x1080
- 208x720
- 720x208

Retail - Convenience Store

- 1280x960
- 1920x1080

Retail - Gas Stations

- 1280x960

Retail - Grocery

- 1080x1920
- 1280x960
- 1920x1080
- 728x90

Retail - Liquor Stores

- 1920x1080

Retail - Malls

- 1080x1920

Retail - Pharmacies

- 1920x1080
- 728x90
- 970x90

Transit - Airports - Baggage Claim

- 1080x1920
- 1920x1080

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