

Our Town Brookline is printed direct-to-plate and requires digitally supplied material only.

**Platform** | Macintosh

**Programs** | QuarkXpress, Adobe Illustrator, Adobe Photoshop, and Acrobat (PDF). PDF files MUST have fonts and images (CMYK, TIF or EPS) embedded. Quark files must be collected for output.

**Media** | CD-ROM and FTP\*

**Fonts** | Include all screen and printer fonts. No PC format fonts. Do NOT apply bold or italic style to the font from the toolbar. A bold or italic font must be used. Minimum type size suggested is 10 point.

**Images** | At least 300 dpi uncompressed TIF or EPS files, CMYK or grayscale at 100% of print size. JPG or RGB images are NOT acceptable. Do NOT use spot colors. EPS Illustrator files must have fonts outlined, and all images must be linked and embedded. Images and logos copied from web sites are not acceptable resolution for print ads.

*NOTE: All elements of the document must be included (images, screen, and printer fonts). Files that do not comply with these requirements are NOT guaranteed to print accurately.*

Materials deadline:

Production files: 1st of preceding month  
(i.e. January 1st for February issue)

Send signed advertising agreements and materials to:

Our Town Publications, LLC

258 Harvard Street #323

Brookline, MA 02446

Phone: 617-734-5599

Fax: 617-734-8779

Email: [graphics@OurTownPblctns.com](mailto:graphics@OurTownPblctns.com)

\*FTP upload instructions using *Fetch* or similar utility:

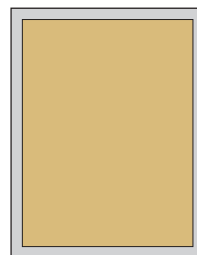
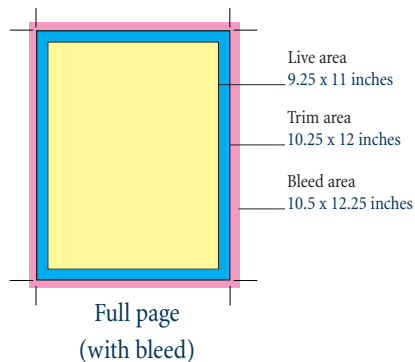
host: *upload.comcast.net*

user name: *raymond.hoffer*

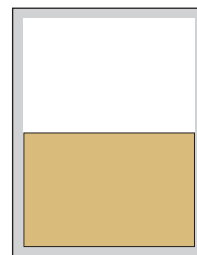
password: \*\*

\*\* *please call 617 734 5599 to request password*

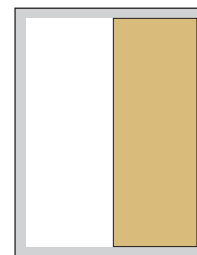
# Advertising Material Specifications



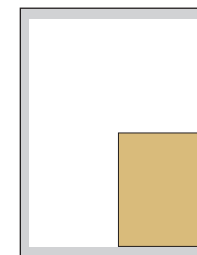
Full page  
9.25 x 11 inches  
(without bleed)



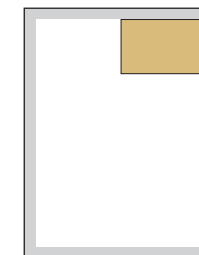
1/2 page  
(horizontal)  
9.25 x 5.4 inches



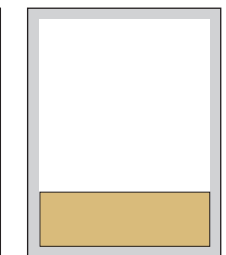
1/2 page  
(vertical)  
4.54 x 11 inches



1/4 page  
4.54 x 5.4 inches



1/8 page  
4.54 x 2.6 inches



banner  
9.25 x 2.6 inches