

# BEAUMONT ENTERPRISE

## BASIC SPECIFICATIONS FOR ADVERTISEMENTS

The Beaumont Enterprise provides a full range of print and online advertising design and build services. However, if you chose to build your own advertisement, please follow these general guidelines:

### ACCEPTABLE FILE FORMATS:

- For print advertisements, we accept PDF, EPS, TIFF and high quality JPG files.
- For digital advertising, we accept JPG, GIF and PNG files.

### COLOR FORMATS:

- All digital advertisements must be in RGB.
- All print ads must be in CMYK if in color and Grayscale if in Black & White. Please DO NOT submit print ads in RGB.
- For Newspaper print (if in color) all black elements and text must be in **1-Color Black**.

**1 Color Black:**      **Cyan - 0%**  
                                 **Magenta - 0%**  
                                 **Yellow - 0%**  
                                 **Black - 100%**

### ACCEPTABLE IMAGE RESOLUTION:

Digital advertising must be at **72 DPI**.  
Newspaper print must be at **150 DPI**.  
Glossy magazine print must be at **300 DPI**.

### CAMERA-READY ADVERTISEMENTS:

Do not request changes to submitted advertisement files. They are intended to be production-ready and are to be treated as camera-ready. If you require a change to an advertisement file that you have created — you must make change in your native application and re-create and re-submit the advertisement file before camera-ready deadline.

Please contact your sales representative with any further questions you may have, or please contact the BMT Creative Services Department.

### MICHAEL BOUDREAUX

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Digital Support Specialist  
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## Advertising Sizes

### BROADSHEET SIZING (BE, HCN, JNB):

MODULAR SIZE	AD SIZE
Full Page	9.94"W X 20.75"H
Double Truck	21"W X 20.75"H
Half Page Vertical	4.9"W X 20.75"H
Half Page Horizontal	9.94"W X 10.25"H
Quarter Page Vert.	4.9"W X 10.25"H
Quarter Page Hor.	9.94"W X 5"H
Eighth of a Page	4.9"W X 5"H
FOS Strip	9.94"W X 2.5"H
FOS Strip HCN	9.94"W X 3"H

### TABLOID SIZING (Cat5, VIP, Lakecaster):

MODULAR SIZE	AD SIZE
Full Page	9.94"W X 9.75"H
Half Page Vertical	4.9"W X 9.75"H
Half Page Horizontal	9.94"W X 4.75"H
Quarter Page	4.9"W X 4.75"H
Eighth Page	4.903"W X 2.5"H

### BEAUMONT ENTERPRISE COLUMN SIZE CHART:

	INCHES
1 Column	1.54"
2 Columns	3.22"
3 Columns	4.9"
4 Columns	6.58"
5 Columns	8.26"
6 Columns	9.94"

### GLOSSY MAGAZINE AD SIZES (EventsBook):

MODULAR SIZE	AD SIZE
Full Page w/Bleed	8.875"W X 11.375"H
Full Page No Bleed	7.875"W X 10.375"H
Half Page Horizontal	7.875"W X 5.1875"H
Half Page Vertical	3.854"W X 10.375"H
Qtr. Page Horizontal	7.875"W X 2.594"H
Qtr. Page Vertical	1.844"W X 9.95"H
Qtr. Page Square	3.854"W X 5.1875"H
Eighth Page	2.625"W X 3.375"H

### DIGITAL ADVERTISEMENT SIZES:

MODULAR SIZE	PIXELS
Leaderboard (D)	728W X 90H
Med. Rectangle (D,M)	300W X 250H
Mobile Tile #1 (M)	320W X 50H
Mobile Tile #2 (M)	300W X 50H
Billboard (D)	970W X 250H
Skyscraper (D)	120W X 600H
Wide Skyscraper (D)	160W X 600H
Half Page (D)	300W X 600H

RICH MEDIA (requires both components)

Pencil (D)	950W X 50H
Sliding Billboard (D)	950W X 400H

\* D - Desktop, M - Mobile