THE 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 choose to build your own advertisement, please follow these general guidelines:

ACCEPTABLE FILE FORMATS:
- For print advertisements, we accept PDF, EPS, TIFF and high quality JPEG 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
Beaumont Enterprise
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:

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