

Specifications for print advertisements



The Denver Post provides a full range of advertising design and ad building services. However, if you choose to build your own advertisement, please follow these general guidelines.

File Prep

- We accept production-ready PDFx-1 a files created with Adobe's Distiller software.
- If you are using a Macintosh with OSX you should still use Adobe Distiller with the correct settings file to create your PDF. Using Apple's built-in OSX PDF generation tool is not recommended and printed results may vary from what you expect.
- Specify all colors as CMYK values
- Set the resolution of continuous tone photographs to 170dpi. Bitmap graphics or logos should be at 600dpi.
- TAC (Total Area Coverage) is 220.
- Do not request changes to PDF files. They are intended to be production-ready and are treated as Camera Ready. If you require a change to a PDF file that you have created, you must make the change in your native application and re-submit the PDF file before the Camera Ready deadline.

File Delivery

The Denver Post accepts files in a variety of methods. Our preferred vehicle is our web-proofing software - aePortal. Point your browser to: <http://portal.denverpost.com>
Other options include AdSEND (site code is CODEN) and AdTransit. The cost of ad delivery for AdSEND and AdTransit are billed directly to you via those services.

Updated 2020

Advertising column sizes

THE DENVER POST BROADSHEET COLUMN WIDTHS

Full page: 9.888" x 19.75"
(all ads over 17.75" will be billed at 20")

	Inches
1 Column	1.556"
2 Columns	3.222"
3 Columns	4.889"
4 Columns	6.556"
5 Columns	8.222"
6 Columns	9.888"
13 Columns (double truck)	20.888"

THE DENVER POST CLASSIFIED BROADSHEET COLUMN WIDTHS

Full page: 9.888" x 19.75"
(all ads over 17.75" will be billed at 20")

	Inches
1 Column	0.889"
2 Columns	1.889"
3 Columns	2.889"
4 Columns	3.889"
5 Columns	4.889"
6 Columns	5.889"
7 Columns	6.889"
8 Columns	7.889"
9 Columns	8.889"
10 Columns	9.888"

YOURHUB & TABLOID AD SIZE MECHANICALS

Modular Size	Ad Size Inches
1/4 Square	4.056" x 4.750"
1/4 Horizontal	8.222" x 2.350"
1/4 Vertical	1.972" x 9.610"
1/2 Vertical	4.056" x 9.610"
1/2 Horizontal	8.222" x 4.750"
Full Page	8.222" x 9.610"
Front Cover Billboard	8.222" x 2.0"
Doubletruck	17.50" x 9.610"

DENVER POST SPADEA

Page 1 and 2 (flap)	4.889" x 19.75"
Page 3 and 4 (full)	9.888" x 19.75"
Doubletruck	15.888" x 19.75"

**Page 2 and 3 print in black and white