

Real Estate

Serving Haywood, Henderson, Madison,
Buncombe, and Transylvania Counties

weekly™

Ad Submission Guidelines

Send us your digital files

Our designers work on a Mac system which allows us to read PC formatted files. We ask that you to send us photos and text as attachments to e-mail. If your files are very large, you may submit them via FTP. Please contact us for instructions.

Check those file formats

- Please save your text as a Word document or as “plain text.”
- Photos may be saved as TIFF or JPEG files. Photos must be a minimum of 170 DPI.
- If you shot the photos with a digital camera, download them from your camera, rename them and send them directly to us. We would prefer that you NOT try to resize the photographs to fit your ad or make color corrections. If the files are very large, you can always FTP.

Save those images

Please name your photo files as the address of the property.

You want to do it yourself?

If you prefer to do the ad yourself or have an agency do it, we can accept the following formats: PDF, Photoshop, Illustrator. Please check the size chart below to make sure it will fit. There are certain technical problems related to Photoshop files, so please check with us first.

A PDF would be great

We would prefer that you send us a PDF file. Please make sure all the fonts have been embedded. All the images embedded in your PDF must be CMYK. Please understand that if you send us a PDF file, we can make only very limited changes in the future.

No Publisher

Please don't send Publisher files. We can't do anything with them.

AD SIZES (in inches)

1/8th Horiz.	w: 4.792	h: 2.87
1/8th Vert.	w: 2.312	h: 5.909
1/4 Standard	w: 4.792	h: 5.909
1/4 Horiz.	w: 9.75	h: 2.87
1/2 Horiz.	w: 9.75	h: 5.909
1/2 Vert.	w: 4.792	h: 11.986
3/8 Horiz.	w: 7.265	h: 5.909
3/8 Vert.	w: 4.792	h: 8.954
3/4 page	w: 7.265	h: 11.986
Full Page	w: 9.75	h: 11.986