

## DISPLAY ADS SIZES

**10" x 14"**  
**FULL PAGE**

**5" x 14"**  
**HALF PAGE**  
**Vertical**

Copies and borders have to be within the specified size limits. All sizes are configurable and can be rotated at 90 degrees intervals. Printing Specifications are web offset on high quality newsprint; black-and-white, two-color and four-color printing. We suggest a maximum 85-line screen, minimum 65-line screen. Density maximums are black and white 100%, two color 180%, four color 220%. Publication cannot accept bleeds. Live image area of full page is 10" x 14" within a nominal page size of 10 1/2" x 16" (call for more details).

**10" x 7"**  
**HALF PAGE**  
**Horizontal**

**5" x 7"**  
**QUARTER PAGE**  
**Vertical**

**2.5"**  
**x**  
**7"**

**<<EIGHT PAGE**  
**Vertical**

**10" x 3.5"**  
**QUARTER PAGE**  
**Horizontal**

**5" x 3.5"**  
**EIGHT PAGE**  
**Horizontal**

**3.5" x 2.5"**

**<<BUSINESS CARD**  
**Horizontal**

**BUSINESS>>**  
**Vertical**

**2.5"**  
**x**  
**3.5"**

For FOUR COLOR advertising, publisher requires negatives, right reading, emulsion down, with match-print or color key proof. Four color production precludes use of fine registration, solid reverses and solid blocks of color. Additional processing and development (including scanning and digital graphic work) will imply extra charges. Call for more details at (315) 415-8593 or go to <http://www.CNYLatino.com> to obtain updated information about display ads.