



**WE THE PEOPLE**  
**VOICE OF THE LESBIAN, GAY,**  
**BISEXUAL & TRANSGENDERED**  
**COMMUNITY IN THE NORTH BAY**

Business Manager:  
 Phone/Fax: 707-569-9905  
 ads@wtppub.org  
 P.O. Box 12126, Santa Rosa, CA 95406

**AD REQUIREMENTS**

revised May 2005

**QUICK REFERENCE :**

**Acceptable formats:**

- EPS
- PDF
- TIF
- JPEG (only high quality)

**Acceptable Compression:**

- Stuffit
- Stuffit Deluxe
- Zip
- RAR

**Resolution:**

- 85 lpi
- 144 dpi

**Ad sizes**

- Column width: 3.125"
- Maximum ad width: 3 Col. (9.75")
- Maximum height: 15.875"

**SORRY, WE NO LONGER ACCEPT VERTICAL BUSINESS CARD SIZE ADS. ALL ADS MUST BE A MINIMUM OF ONE COLUMN IN WIDTH.**

**ALL ADS MUST BE CONVERTED TO GRAYSCALE OR CMYK PRIOR TO SUBMISSION.**

**ALL ADS ELECTRONIC**

*We the People* requires all ads to be in digital form and to be sent to us electronically.

**REQUIRED FORMATS**

*We the people* requires ads in the following formats: EPS, PDF, TIF, or high quality JPEG. Ads may be created on Macintosh or PC platforms. Please type in the file extension when saving files on the Macintosh. Send Macintosh files compressed using Stuffit or Stuffit Deluxe. Send PC files compressed with ZIP or RAR. When naming your ad files please include your advertiser name and issue month (for example, **gay rightsorg\_WTP\_0703.tif**)

**PHOTOGRAPHS**

*We the People* prints at 85 lpi (lines per inch) Therefore, scan photos at 144 dpi (dots per inch).

**BLACK & WHITE / GRAYSCALE ADS**

Black and white or grayscale ads containing screens or photographic images should always converted from CMYK to GRAYSCALE.

**FULL COLOR ADS**

Full color ads must be converted from RGB to CMYK.

**COLUMN WIDTHS / RESIZING**

Ad widths are based on a single column of 3.125 inches, but when resizing an ad to multiple column widths, remember to add a 0.1875" gutter between columns. A two column ad = 6.4375". The maximum ad width is 3 columns, or 9.75 inches. The maximum ad height is 15.875 inches.

**QUESTIONS OR PROBLEMS**

Please feel free to contact *We the People* with any questions or problems pertaining to your ad. We are committed to displaying your ad so that it has maximum readability, attractiveness and overall effectiveness.

**IF REQUIREMENTS ARE NOT FOLLOWED**

If the ad is submitted in the wrong format, or any other guidelines are not followed in the creation of the ad, there will be an extra charge for the time spent correcting the problem or making the ad print ready. Please follow these guidelines closely to avoid this extra fee.

You may contact Alicia, our production manager at:  
[alicia@laladesign.com](mailto:alicia@laladesign.com)  
 (707) 568-5252



Print Ads • Business Cards • Brochures • Catalogs • More

Alicia Feltman • [alicia@laladesign.com](mailto:alicia@laladesign.com) • 707-568-5252