

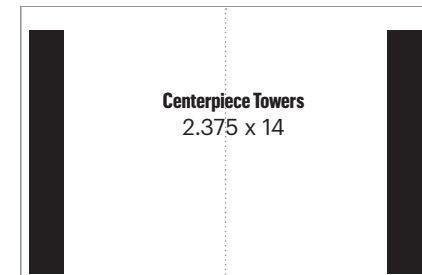
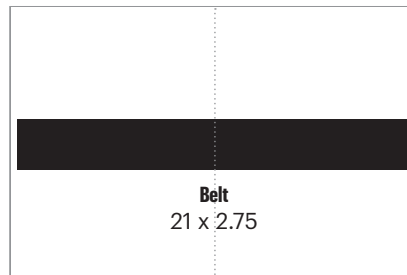
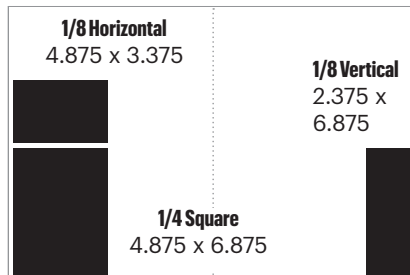
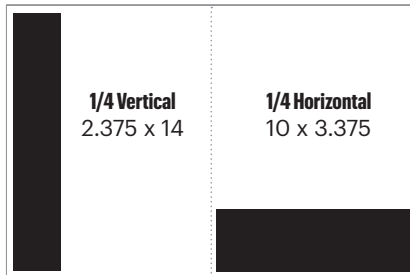
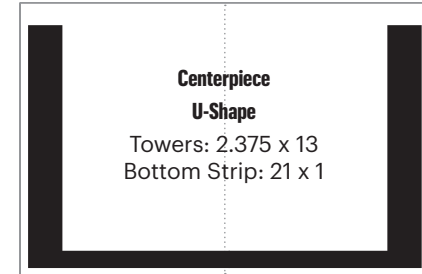
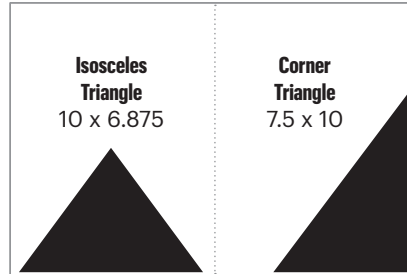
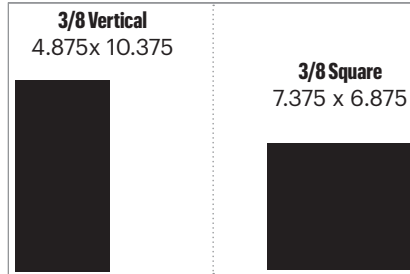
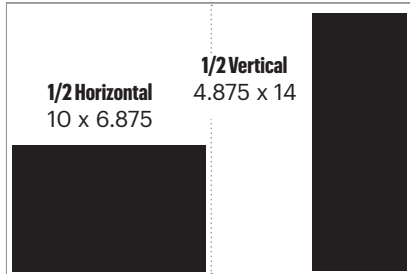
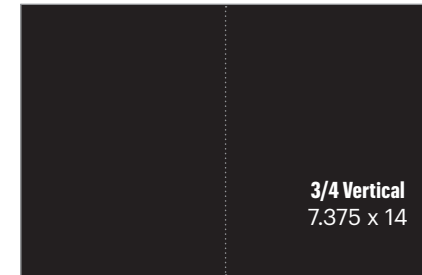
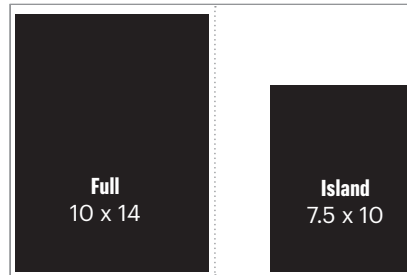


# Sizes and Specifications

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# Newsprint display advertising sizes

Dallas Business Journal is an untrimmed, cold-set, tabloid newspaper on newsprint that measures approximately 11.375 inches wide x 15 inches tall



# Requirements for newsprint display ads

Specifications for submitting your documents for print

## Camera-ready files

- Ads must be submitted as PDF/X-1a files
- Files must be prepared in a layout program such as InDesign. Type must remain vector and the fonts must be outlined or embedded. PDF files created by Adobe Photoshop or Word are not considered camera-ready.
- Color ads should be CMYK only. Pantone or spot colors are never used (even if you're only paying for "one color").
- Minimum photo resolution is 170 dpi. Newsprint products are printed at a 85 lpi line screen.
- Color ads with an ink density higher than 220% will be automatically converted to the appropriate ink density.
- Dot gain is 35%-38%. See the Newsprint reproduction section on the next page for more considerations.

**Ads must be delivered at size.** Ads that are submitted with dimensions different than listed above will be modified or stretched to fit the space that was reserved. Dallas Business Journal will not "float" ads submitted smaller than the space that was reserved.

**Partial page ads must have borders** or artwork that clearly defines the outer edge of the ad. A hairline rule will be added around any ad submitted with white space on any side.



# Newsprint reproduction

For the best possible reproduction we recommend you keep these things in mind:

## Image resolution

- The minimum photo resolution is 170 dpi. Remember that scaling a photo in a layout program will change the effective print resolution. For example an image set to 200 dpi in Photoshop, but placed in InDesign at 200% will have an effective print resolution of 100 dpi.
- If a bitmap (non vector) image with text is used we recommend a minimum resolution of 300 dpi.

## Registration limitations

- Newspaper printing is very different than heat-set magazine and book printing. Because of the thin weight of newsprint and the high-speed nature of newsprint presses, the alignment of the cyan, magenta, yellow and black plates on press, known as registration, is rarely perfect.
- Type less than 9 points should be black. Setting small type in color may result in the text being illegible.
- Thin rules should also be black. We suggest making rules color only if they are 2 points wide or thicker.
- Use as few color plates as possible when making solid colors. For example, a green built as 80% cyan and 100% yellow will reproduce considerably better than a similar green that is built as 75% cyan, 8% magenta, 100% yellow and 5% black.

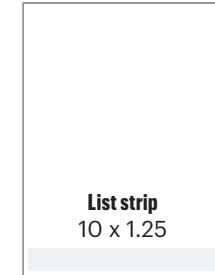
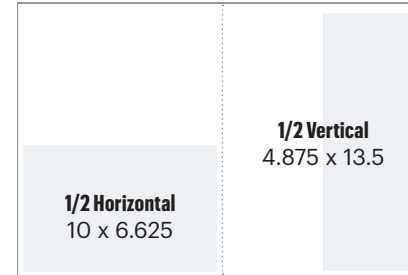
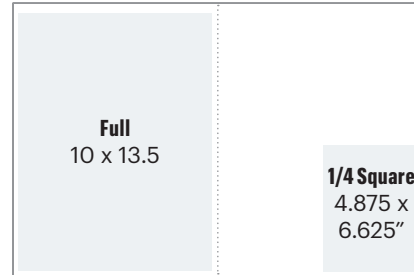
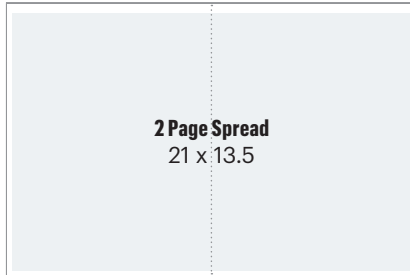
## Understanding dot gain and ink density

- Cold-set newsprint has considerably more dot gain than other forms of printing. What does that mean? Well, imagine having a paper towel and a sheet of wax paper side-by-side on your kitchen counter. Now put a drop of water in the center of each. The drop on the wax paper will hold its shape and sit on top of the paper, while the drop on the paper towel will be absorbed and more than double in size. Ink on newsprint behaves much like the water on the paper towel.
- Because of this absorbent nature of newsprint, the maximum amount of ink the paper can hold is less what other papers can hold. The spreading ink also results in images often looking darker on paper than what your computer screen shows.
- Dallas Business Journal's maximum ink density is 220%. That means the sum of the percentages of cyan, magenta, yellow and black for any one color must add up to 220% or less. For example that green color that is built as 80% and 100% yellow has a ink density of 180% — well within acceptable tolerance.
- To make sure your ad is optimized for newsprint reproduction, we recommend using the "North America Newsprint" color preset provided with Adobe Creative Suite CS5. This will give you a better preview of the reproduction on your computer screen and make sure your file uses the correct ink densities.
- **Note that by default, all versions of Adobe Creative Suite use a generic profile meant for magazine printing. If you do not change that color setting your file will have a maximum ink density of 300% and we will automatically convert your file to a lower density before printing. This may result in a slight color shift.**



# Book of Lists display advertising sizes

The Book of Lists is a heat-set, trimmed and perfect-bound publication measuring 10.5 inches wide x 14 inches tall. Pages are built using the weekly newsprint sizes and then reduced slightly to fit the smaller book size.



## Ads in a cover position

- full bleed
- 11 x 14.5 with 1/4" bleeds, all sides
- live copy area is 10.5 x 14

## REQUIREMENTS

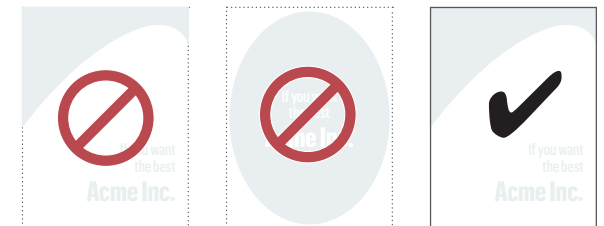
### Camera-ready files

- Ads must be submitted as PDF/X-1a files
- Files must be prepared in a layout program such as InDesign. Type must remain vector and the fonts must be outlined or embedded. PDF files created by Adobe Photoshop or Word are not considered camera-ready.
- Color ads should be CMYK only. Pantone or spot colors are never used.
- Color ads should not have an ink density higher than 300%.
- Minimum photo resolution is 300 dpi. The Book of Lists is printed at a 150 lpi line screen.

**Ads must be delivered at size.** Ads that are submitted with dimensions different than listed above will be modified or stretched to fit the space that was reserved. [City] Business Journal will not "float" ads submitted smaller than the space that was reserved.



**Partial page ads must have borders** or artwork that clearly defines the outer edge of the ad. A hairline rule will be added around any ad submitted with white space on any side.



# How to submit print ads

## **By E-Mail**

If your ad is less than 10 MB in size, e-mail it to: [DBJPrint@bizjournals.com](mailto:DBJPrint@bizjournals.com)

## **By FTP**

A dedicated FTP client such as Transmit ([www.panic.com/transmit](http://www.panic.com/transmit)) is required.

Server: [ftpcentral.amcity.com](ftp://ftpcentral.amcity.com)

User name: Please Call 214.706.7100 and ask for production department to receive password/login.

Password: Please Call 214.706.7100 and ask for production department to receive password/login.

Once your file is uploaded, send an e-mail stating the file's name and location on the FTP server to [DBJPrint@bizjournals.com](mailto:DBJPrint@bizjournals.com)

## **Using your web browser**

Files up to 1GB in size are accepted.

Using your Web browser, go to:

<http://filetransfer.amcity.com>

Fill in your contact information and select "Send ad files to ACBJ publications." Then select Dallas Business Journal and follow the instructions.



# Online and email advertising

## **RUN-OF-SITE**

### **DallasBusinessJournal.com**

#### **Banner**

728x90px

#### **Island**

300x250px

## **EMAIL NEWSLETTER**

### **Morning Edition**

#### **Banner**

468x60px

#### **Logo + text**

120x60px logo (submitted to size)

160 text characters

## **EMAIL NEWSLETTER**

### **Afternoon Edition**

#### **Banner**

728x90px

#### **Island**

300x250px

#### **Upper Skybox**

200x200px

#### **Logo + text**

120x60px logo + 160 text characters

#### **Lower Skybox**

200x200px

**Website Specifications:** Accepted file types: .gif, .jpg, Flash (up to 30 seconds), Dynamic HTML, HTML banners, Image map, and Java Script. **B.** Send questions regarding file specifications to [localads@bizjournals.com](mailto:localads@bizjournals.com). Download the full specifications sheet

**Email Newsletter Specifications:** Only .gif or .jpg accepted. **Maximum file size is 40KB.** Animated .gif of up to 30 seconds may be used; NO Flash files accepted. Animated GIFs in email newsletters should have a first frame equivalent to a static image (Outlook 2007 and newer workaround) Send questions regarding file specifications to [localads@bizjournals.com](mailto:localads@bizjournals.com).

Sign up to receive one or more of our FREE newsletters at

*You will need to log in or create a free Dallas Business Journal account and add the newsletters you want to receive in your account preferences.*

# How to submit online and email ads

## **Ad deadlines**

Your finished ads are due no later than three days prior to launch of campaign. You will receive a review prior to launch for your approval.

## **Send your files**

All files should be sent to your local advertising executive with the campaign name included.

