



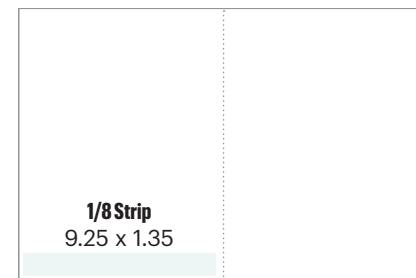
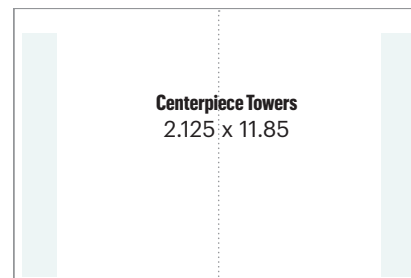
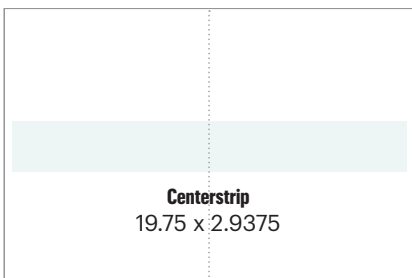
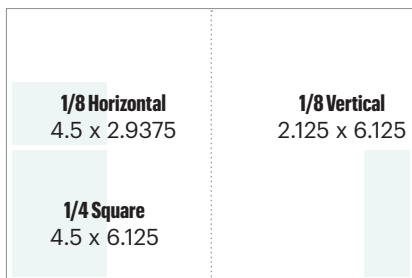
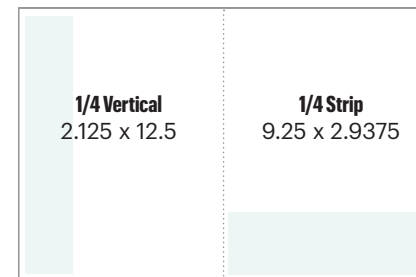
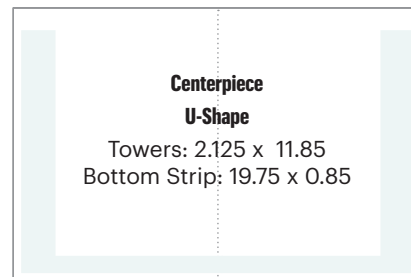
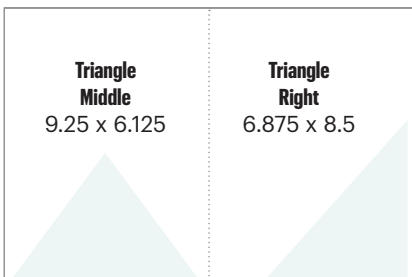
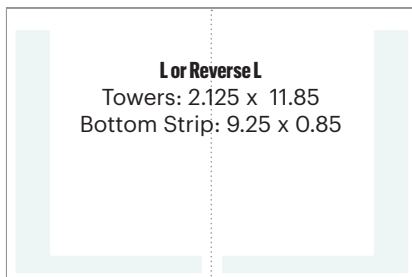
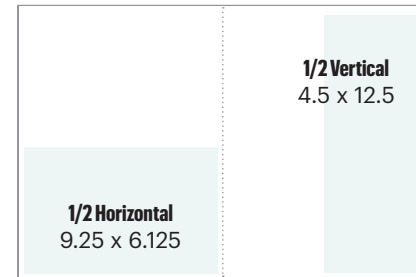
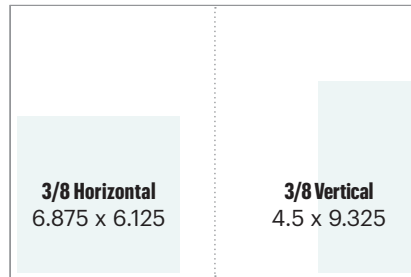
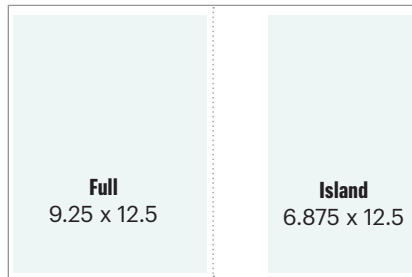
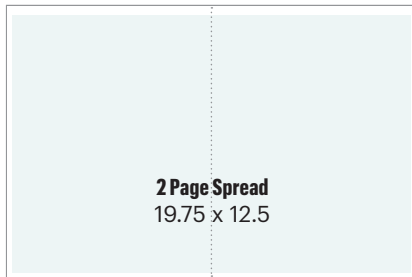
Sizes and Specifications

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Questions? Contact skato@bizjournals.com

Newsprint display advertising sizes

Pacific Business News is an untrimmed, cold-set, tabloid newspaper on newsprint that measures approximately 10.5 inches wide x 14 inches tall.



Requirements for newsprint display ads

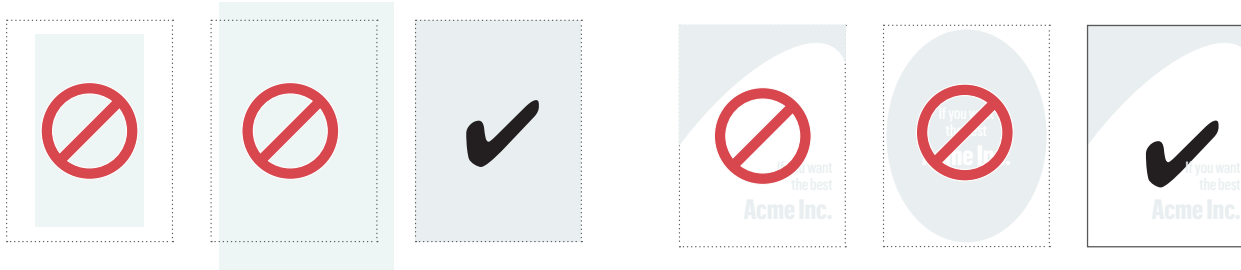
Specifications for submitting your documents for print

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. Pacific Business News 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.
- Pacific Business News' 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 CS5.5+. 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.**



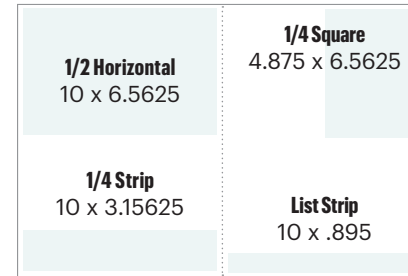
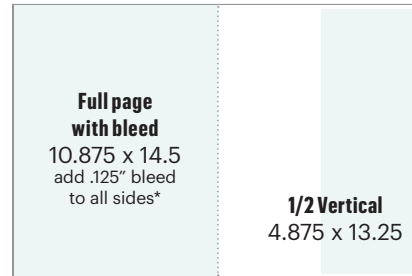
Download our recommended ICC Profile

Use this profile to edit your images and choose your colors for Pacific Business News' newsprint products. This ICC Profile adjusts for a maximum ink density of 220% and previews the expected 38% dot gain. Do NOT use this for magazine reproduction.



Book of Lists display advertising sizes

The Book of Lists is a heat-set, trimmed and perfect-bound publication measuring 10.875 inches wide x 14.5 inches tall. Pages are built using the weekly newsprint sizes and then reduced slightly to fit the smaller book size.



Gatefolds

- Trim size is 21.75 x 14.5 (Add .125 inch bleed on all sides. Place marks OUTSIDE of the bleed, offset .1875)

* Place marks OUTSIDE the bleed, offset .1875

Ads in a cover position

- Trim size is 10.875 x 14.5
- Add 0.125 bleed on all sides
Place marks OUTSIDE the bleed

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. Pacific Business News 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: pbnads@bizjournals.com

By FTP

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

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

User name: [pacificupload](#)

Password: [upload379](#)

Once your file is uploaded, send an e-mail stating the file's name and location on the FTP server to pbnads@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 Pacific Business News and follow the instructions.

On CD or DVD

Contact your advertising consultant for more information.



Online and email advertising

RUN-OF-SITE **PacificBusinessNews.com**

Banner
728x90px

Island
300x250px

EMAIL NEWSLETTER **Morning Edition**

Banner
468x60px

EMAIL NEWSLETTER **Afternoon Edition**

Banner
728x90px

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. 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.

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

You will need to log in or create a free Pacific Business News 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.

Send your files

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

