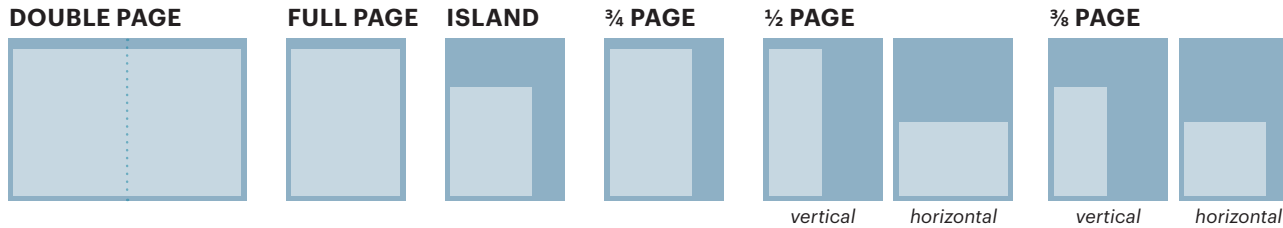


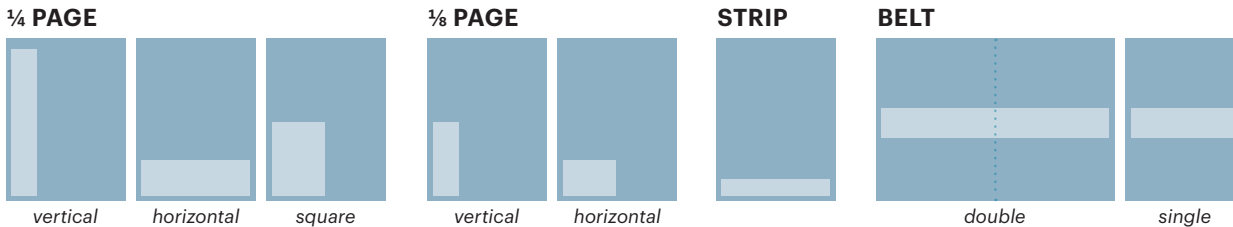
# Sizes & Specifications

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# Weekly Paper & Special Publication advertising units



	DOUBLE PAGE	FULL PAGE	ISLAND	¾ PAGE	½ PAGE	¾ PAGE	¾ PAGE
					vertical	horizontal	vertical
					vertical	horizontal	vertical
WIDTH	21"	10"	7.5"	7.5"	4.875"	10"	4.875"
HEIGHT	13.5"	13.5"	10"	13.5"	13.5"	6.75"	10"



	¼ PAGE			⅛ PAGE		STRIP	BELT	
	vertical	horizontal	square	vertical	horizontal		double	single
WIDTH	2.375"	10"	4.875"	2.375"	4.875"	10"	21"	10"
HEIGHT	13.5"	3.25"	6.75"	6.75"	3.25"	1.5"	2.75"	2.75"

Templates are available for all ad units as InDesign® or Illustrator® files. Please email [ad-sf@bizjournals.com](mailto:ad-sf@bizjournals.com) to request a template.

Illustrator and InDesign are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.

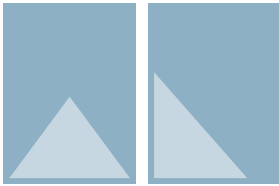
## Print Requirements

**Please check that your final file meets the requirements below before submission.** Read the *Newspaper Reproduction Tips* (page 4) for general guidelines for printing with newsprint.

- Only press-ready PDFs will be accepted. PDFs should be PDF/X-1a compliant.
- All ads need to be the exact size dimensions. **Do not include bleed or crop marks.**
- All fonts must be embedded. If possible, type converted to outlines is appreciated.
- Color space must be CMYK or grayscale. **Convert all RGB, LAB, and spot colors to CMYK equivalents.**
- Image resolution must be 250 dpi or greater. All raster (bitmap, 1-bit monotone) line-art must be 1200 dpi.
- Maximum ink density (total ink) should be no greater than 250%. Rich blacks (multi-color blacks) should have less than 150% ink density.

# Pinstripe advertising units (weekly publication only)

## TRIANGLE



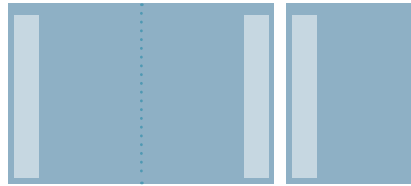
isosceles right

## TRIANGLE

isosceles right

WIDTH	10" (base)	7.72" (base)
HEIGHT	6.75"	8.782"

## VERTICAL TOWER



double single

## VERTICAL TOWER

double (2 singles) single

WIDTH	2.375"	2.375"
HEIGHT	13.25"	13.25"

## SILENT



## SILENT

logo

WIDTH	2.375"
HEIGHT	0.8"

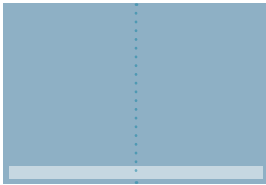
## WAVE



## WAVE

call 415.288.4959 or email ad-sf@bizjournals.com to request a template

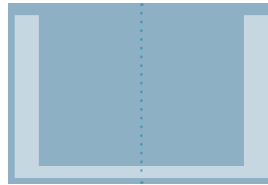
## SPREAD STRIP



## SPREAD STRIP

WIDTH	21"
HEIGHT	0.92"

## U-SHAPE



## U-SHAPE

call 415.288.4959 or email ad-sf@bizjournals.com to request a template

## L-SHAPE



## L-SHAPE

call 415.288.4959 or email ad-sf@bizjournals.com to request a template

## Print Requirements

**Please check that your final file meets the requirements below before submission.** Read the *Newspaper Reproduction Tips* (page 4) for general guidelines for printing with newsprint.

- Only press-ready PDFs will be accepted. PDFs should be PDF/X-1a compliant.
- All ads need to be the exact size dimensions. **Do not include bleed or crop marks.**
- All fonts must be embedded. If possible, type converted to outlines is appreciated.
- Color space must be CMYK or grayscale. **Convert all RGB, LAB, and spot colors to CMYK equivalents.**
- Image resolution must be 250 dpi or greater. All raster (bitmap, 1-bit monotone) line-art must be 1200 dpi.
- Maximum ink density (total ink) should be no greater than 250%. Rich blacks (multi-color blacks) should have less than 150% ink density.

Templates are available for all ad units as InDesign® or Illustrator® files. Please email ad-sf@bizjournals.com to request a template.

Illustrator and InDesign are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.

# Newspaper reproduction tips

## Image Resolution

The minimum photo resolution for printing in our paper is 250 dpi. Remember that scaling a photo in a layout program will change the effective print resolution. For example, an image set at 200 dpi in Photoshop®, but placed in InDesign® at 200% will have an effective print resolution of 100 dpi. Also, attempting to increase the resolution more than 10–20% using Photoshop® or other photo editing software, will NOT result in a higher quality image.

**TIP:** In general, images downloaded from the internet will not be of sufficient quality for print.

If a bitmap (non-vector) image with text is used we recommend a minimum resolution of 1200 dpi.

## Registration Limitations

Newspaper printing is very different than heat-set magazine and book printing. Because of the thick 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.

**TIP:** Type less than 9 points and thin rules should be (single-ink) black. Setting small type in color may result in the text being illegible. We suggest making rules multi-ink color, only if they are 2 points wide or thicker. The same is true for thin white rules and small white type on a colored background. Only place thin white rules and small white type on single-ink backgrounds (like 60% black, OR 100% cyan).

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 very similar looking 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. Putting a drop of water on each, you'll see 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 when compared to other types of printing.

Because of this absorbent nature of newsprint, the maximum amount of ink the paper can hold is less than what other papers can hold. The spreading ink also results in images often looking darker on paper than what your computer screen shows.

The San Francisco Business Times' maximum ink density is 250%. That means the sum of the percentages of cyan, magenta, yellow, and black for any one color must add up to 250% or less. For example, the green color that is built as 80% cyan and 100% yellow, has an ink density of 180%—well within acceptable tolerance.

## Other Reproduction Tips

**TIP:** We highly recommend that you print your ad for your own review, prior to submission. This will enable you to see type size, color contrast, and darkness better than what your computer's screen can show. *(Please keep in mind, the final print in the newspaper will still be different than what your printer outputs; this is only to give you a better idea than on-screen viewing.)*

**TIP:** We suggest that, if the background of your ad does not go to the very edge of the ad space, you add a border, in order to sufficiently separate it from other ads and editorial content. If we deem it necessary to maintain the integrity of your advertisement, we may add a thin black border to your ad.

**TIP:** When designing across a spread, avoid allowing copy (or sensitive images) to run across the fold, unless the spread is a center fold. Because each page on a single spread is printed on a separate sheet of paper, images and type will not necessarily line up.

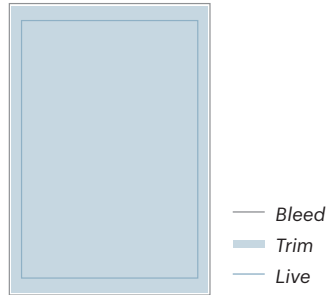
**If you do not follow these guidelines, we can not guarantee the print quality of your artwork.**

*Illustrator, Photoshop, and InDesign are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.*

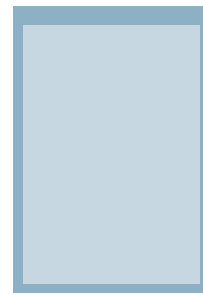
# Pull-Out Specials advertising units

Some of our special publications are pull-out, stitch-and-trim supplements that are printed on higher quality newsprint at a slightly different size than our weekly paper.

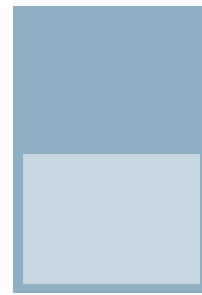
**FULL PAGE with bleed**



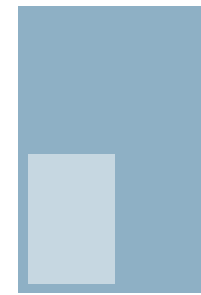
**FULL PAGE**



**½ HORIZONTAL**



**¼ SQUARE**



**FULL PAGE with bleed**

**FULL PAGE**

**HALF PAGE**

**QUARTER PAGE**

			horizontal	vertical	square	vertical	horizontal
WIDTH	10.25" (trim)	9.25"	9.25"	4.5"	4.5"	2.1875"	9.25"
HEIGHT	15" (trim)	13.5"	6.75"	13.5"	6.75"	13.5"	3.25"
LIVE AREA	9.25" x 13.5" (keep all copy and graphics you don't want trimmed or lost in the gutter inside the live space)						
BLEED	add a 0.25" bleed to all sides and include crop marks						

**DOUBLE PAGE**

**ISLAND**

**¾ PAGE**

**¾ PAGE**

**¾ PAGE**

**¾ PAGE**

**¾ PAGE**

**STRIP**

**BELT**

			vertical	horizontal	vertical	horizontal			
WIDTH	19.5"	6.875"	6.875"	4.5"	6.875"	2.1875"	4.5"	9.25"	9.25"
HEIGHT	13.5"	10"	13.5"	10"	6.75"	6.75"	3.25"	1.5"	2.75"

Templates are available for all ad units as InDesign® or Illustrator® files. Please email [ad-sf@bizjournals.com](mailto:ad-sf@bizjournals.com) to request a template.

Illustrator and InDesign are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.

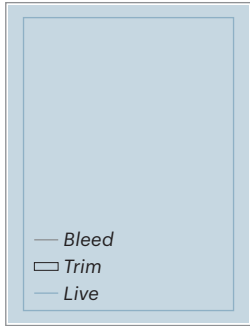
## Print Requirements

**Please check that your final file meets the requirements below before submission.**

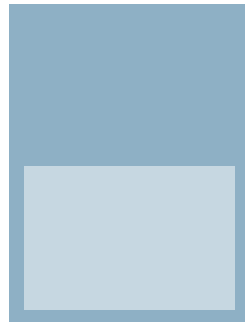
- Only press-ready PDFs will be accepted. PDFs should be PDF/X-1a compliant.
- Non-bleed ads must be the exact size dimensions of the ad. Do not include bleed and crop marks on non-bleed ads.
- All fonts must be embedded. If possible, type converted to outlines is appreciated.
- Color space must be CMYK or grayscale. **Convert all RGB, LAB, and spot colors to CMYK equivalents.**
- Image resolution must be 300 dpi or greater. All raster (bitmap, 1-bit monotone) line-art must be 2400 dpi.
- Maximum ink density (total ink) should be no greater than 300%. Rich blacks (multi-color blacks) should have less than 200% ink density.

# Book of Lists advertising units

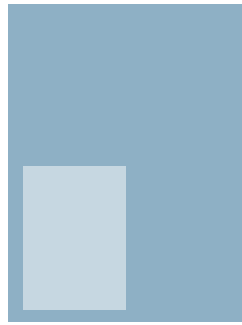
**FULL PAGE with bleed**



**½ PAGE**



**¼ PAGE**



**BANNER**



	<b>FULL PAGE with bleed</b>	<b>HALF PAGE</b>	<b>QUARTER PAGE</b>	<b>BANNER</b>
<b>WIDTH</b>	10.875" (trim)	9.5"	4.625"	9.5"
<b>HEIGHT</b>	14.375" (trim)	6.5"	6.5"	1.5"
<b>LIVE AREA</b>	9.5" × 13.25" <i>(keep all copy and graphics you don't want trimmed or lost in the gutter inside the live space)</i>			
<b>BLEED</b>	add a 0.25" bleed to all sides and include crop marks			

## Print Requirements

**Please check that your final file meets the requirements below before submission.**

- Only press-ready PDFs will be accepted. PDFs should be PDF/X-1a compliant.
- All non-bleed ads need to be the exact size dimensions.
- Ads with bleed need to provide crop marks indicating where the artwork should be cropped.
- All fonts must be embedded. If possible, type converted to outlines is appreciated.
- Color space must be CMYK or grayscale.  
**Convert all RGB, LAB, and spot colors to CMYK equivalents.**
- Image resolution must be 300 dpi or greater. All raster (bitmap, 1-bit monotone) line-art must be 2400 dpi.
- Maximum ink density (total ink) should be no greater than 300%. Rich blacks (multi-color blacks) should have less than 200% ink density.
- Be aware, the Book of Lists is perfect bound—do not place any important information beyond the live size, as it may fall into the gutter or be cut off during trimming.

## Color Proofs

Color proofs should be delivered to the attention of your account representative

San Francisco Business Times  
275 Battery Street, Suite 600  
San Francisco, California 94111

Templates are available for all ad units as InDesign® or Illustrator® files. Please email [ad-sf@bizjournals.com](mailto:ad-sf@bizjournals.com) to request a template.

Illustrator and InDesign are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.

# Submitting Print Artwork

Due to the fact that file sizes can be very large, we ask that you do not submit print artwork via email. The San Francisco Business Times has a File Transfer Site which should be used to submit all print artwork.

## File Transfer Site ([filetransfer.amcity.com](http://filetransfer.amcity.com))

The ACBJ File Transfer website allows advertisers to upload electronic ads and other materials efficiently and quickly using a web browser.

On the home page, selecting “Send ad files to ACBJ Publications” will allow you to upload and send electronic final artwork to the San Francisco Business Times and other ACBJ papers. Selecting “Send ad files to ACBJ employees” allows anyone to send files to specific ACBJ employees directly.

## Sending Final Artwork to The San Francisco Business Times

- 1| go to [filetransfer.amcity.com](http://filetransfer.amcity.com) and fill out your information
- 2| select “Send ad files to ACBJ Publications”
  - be sure to check the “San Francisco Business Times” box in the publication selection menu
- 3| fill out the information for your contact at the San Francisco Business Times
- 4| fill out the information and choose the file to upload
  - for “Insertion Date” choose the publication date for the paper in which your ad will run  
(the *San Francisco Business Times* publishes every Friday)
- 5| click the “Send my files” button—the publication will receive immediate email notification of the upload

## Sending Files to ACBJ Employees

- 1| go to [filetransfer.amcity.com](http://filetransfer.amcity.com) and fill out your information
- 2| select “Send ad files to ACBJ employees”
- 3| fill out the information and choose the files to upload
- 4| click the “Send my files” button—the employee will receive immediate email notification of the upload

## Submission Requirements

- file size limit for uploading is 1GB
- no special characters or spaces can be used in the file name
- only press-ready PDFs will be accepted for final artwork (PDFs should be PDF/X-1a compliant)
- stuffit (.sitx) files will not be accepted

## Deadlines

### Reservations

WEEKLY PAPER	9 days prior to pub date
PULL-OUT SPECIALS	16 days prior to pub date
2017 BOOK OF LISTS	November 4, 2016

### Artwork

WEEKLY PAPER	7 days prior to pub date
PULL-OUT SPECIALS	14 days prior to pub date
2017 BOOK OF LISTS	November 4, 2016

### Cancellations

WEEKLY PAPER	9 days prior to pub date
PULL-OUT SPECIALS	16 days prior to pub date
2017 BOOK OF LISTS	can not be cancelled

### Cancellation Policy

Cancellation of an ad or a change in its schedule must be received in writing on or before the Cancellation Deadline. Ads canceled after the deadline will be billed at 100%.

*Please note that issues falling on or around holidays may have different deadlines than the above. Contact your account representative for more detailed information.*

### Questions

TRAFFICKING: Kathy Biddick  
415-288-4925 [kbiddick@bizjournals.com](mailto:kbiddick@bizjournals.com)

PRODUCTION: Virginia Bentley  
415-288-4959 [ad-sf@bizjournals.com](mailto:ad-sf@bizjournals.com)

# Digital Advertising

Contact your Account Executive for more detailed specifications.

## Website

Accepted file types: .jpg, .gif, Flash® (up to 15 seconds); maximum file size: 200kb (80kb for logo).  
Third party redirect or standard tags accepted.

(WIDTH × HEIGHT)			
RUN OF SITE, BUSINESS PULSE, & BAY AREA PEOPLE	LEADERBOARD 728px × 90px	ISLAND 300px × 250px	LOGO ( <i>sponsorship only</i> ) 88px × 31px OR 120px × 60px
BOTTOM LINE	EXPANDED 1034px × 90px	REMINDER 1034px × 30px	
PUSHDOWN	EXPANDED 970px × 418px	REMINDER 970px × 66px	

## Mobile

Accepted file types: .jpg, .gif (no animation); maximum file size: 20kb.  
Third party redirect or standard tags accepted. No Flash® files accepted.

Visit [thebusinessjournals.com/digital/mobile-tablet/mobile-specs](http://thebusinessjournals.com/digital/mobile-tablet/mobile-specs) for more detailed specifications.

(WIDTH × HEIGHT)		
MOBILE	320px × 50px	RETINA ( <i>optional</i> ) 640px × 100px

## Email Newsletters

Accepted file types: .jpg, .gif (can be animated up to 15 seconds); maximum file size: 200kb (80kb for logo).  
Third party redirect or standard tags accepted. No Flash® files accepted.

(WIDTH × HEIGHT)	LEADERBOARD	BANNER	SKYBOX	TEXT + LOGO	SPONSORSHIP LOGO
AFTERNOON EDITION	728px × 90px	—	200px × 200px	160 characters + 120px × 60px logo	—
MORNING EDITION	—	468px × 60px	—	—	120px × 60px logo
REAL ESTATE INC.	728px × 90px	468px × 60px	200px × 200px	—	120px × 60px logo

Flash is either a registered trademark or trademark of Adobe Systems Incorporated in the United States and/or other countries.

## Deadlines

Ads are due no later than 7 days prior to launch of campaign.

## Submitting online and email ads

All files should be emailed to your Advertising Executive, and include [ad-sf@bizjournals.com](mailto:ad-sf@bizjournals.com) on the email.

## Questions

Contact your Account Executive for more details or questions.



# Sponsorship Logo Requirements

Sponsoring a San Francisco Business Times special publication, focus section, or event means your logo will be used throughout our marketing materials for the event, placed on the cover of the special publication, or placed on the first page of the focus section. We ask that you provide us with high quality logo files (in horizontal and vertical versions, etc.) in order for us to make you look your best wherever your logo may be used.

## Logos

Please submit the following:

- CMYK color logo in .eps vector form
- RGB color logo in .eps vector form
- black and white/grayscale logo in .eps vector form
- single color, flat version for your logo in .eps vector form (if your logo has gradients, multiple colors/grays, or other visual elements which will not reproduce in etching)
- any materials you may have with instructions or guidelines for how to use your logo

## Logo Requirements

Please submit all logos in .eps vector form. Other formats which are acceptable are .pdf vector or .ai vector, though .eps vector is preferred. Please do not send raster versions of your logo (.jpg, .gif, .png); these formats are not scalable and will not reproduce well on marketing materials.

## Deadlines

RESERVATION DEADLINE	9 days before pub date
LOGO DUE	at time of signing

## Submission

Send all elements to [ad-sf@bizjournals.com](mailto:ad-sf@bizjournals.com), and include your account representative on the email.